

SAN FRANCISCO PUBLIC LIBRARY



3 1223 03473 3700

5/5



San Francisco Public Library

Government Information Center
San Francisco Public Library
100 Larkin Street, 5th Floor
San Francisco, CA 94102

REFERENCE BOOK

Not to be taken from the Library

90.37
1
/22/00
Special
C.2

Municipal Transportation Agency Citizens' Advisory Council City & County of San Francisco

Service Design & Marketing Committee/ Committee of the Whole

Notice of Special Meeting and Agenda

Friday 22 September 2000 • 5PM
401 Van Ness Ave • Room 335
San Francisco CA

Committee Members:

David Pilpel, Chair
Cynthia Low
Norman Rolfe
Jackie Landsman
Harry Stern
Ellen Hayes

Council Members not members of this Committee:

Art Cimento
Carlota del Portillo
Joan Downey
Steven Lee
Daniel Murphy
Bruce Oka
Bob Planthold
Linton Stables
1 vacancy

DOCUMENTS DEPT.

SEP 15 2000

SAN FRANCISCO
PUBLIC LIBRARY
Fax 9/15/00

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

(415) 554-4129 Voice • (415) 554-4143 Fax

Notices and agendas are posted on Muni's web site at <http://www.sfmuni.com/rider/cacindx.htm>.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni lines nearest the meeting location are the 42 Downtown Loop and 49 Van Ness-Mission. The closest Muni Metro stop is Van Ness station, where one can transfer to a 42 or 49. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Evelyn Merrill at least 72 hours in advance of need at (415) 554-4129.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City to accommodate these individuals.

Know Your Rights Under The Sunshine Ordinance

Governments's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at 415 554-7724; by fax at 415 554-5163; or by email at donna_hall@ci.sf.ca.us.

Citizens interested in obtaining a free copy of the Sunshine Ordinance can request a copy from Ms. Hall or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, at <http://www.ci.sf.ca.us/bdsupvrs/sunshine.htm>

Lobbyist Ordinance

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance (Administrative Code Sec. 16.520-16.534) to register and report lobbying activity. For more information about the Lobbyist Ordinance, contact the Ethics Commission at 1390 Market St Ste 701, San Francisco CA 94102, telephone (415) 554-9510, fax (415) 703-0121, or visit their web site at <http://www.ci.sf.ca.us/ethics/>.

MTA CAC SD&MC – FINAL Agenda – 22 September 2000

1. Call to Order/Roll Call
2. Self-Introduction of Members and Staff
3. Public Comment
4. Staff Presentation: Overview of Service Planning, Schedules, and Marketing activities (10 minutes each, 30 minutes total) (DISCUSSION ITEM)
5. Discussion of Current Items related to Service Planning, Schedules, and Marketing (DISCUSSION ITEM):
 - a. Service Planning: Status of SOMA/Potrero Hill service changes
 - b. Schedules: Changes under consideration for January 2001 general signup
 - c. Marketing: Status of Marketing Plan and Timetable Book production
6. Discuss Goals and Objectives of the Committee (DISCUSSION ITEM)
7. Review agenda items and schedule the next meeting
8. Public Comment
9. Adjournment (intended time: not later than 7:00PM)

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action. All Committee action must be ratified by the full Council.

SF
490.37
#1
10/5/00
Special
c.2

Municipal Transportation Agency Citizens' Advisory Council City & County of San Francisco

Service Design & Marketing Committee/ Committee of the Whole

Notice of *Special* Meeting and Agenda

Thursday 5 October 2000 • 4PM
401 Van Ness Ave • Room 335
San Francisco CA

Committee Members:

David Pilpel, Chair
Cynthia Low
Norman Rolfe
Jackie Landsman
Harry Stern
Ellen Hayes

DOCUMENTS DEPT.

SEP 28 2000

SAN FRANCISCO
PUBLIC LIBRARY
for 9/27/00

Council Members not members of this Committee:

Art Cimento
Carlota del Portillo
Joan Downey
Steven Lee
Daniel Murphy
Bruce Oka
Bob Planthold
Linton Stables

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

(415) 554-4129 Voice • (415) 554-4143 Fax

Notices and agendas are posted on Muni's web site at <http://www.sfmuni.com/rider/cacindx.htm>.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni lines nearest the meeting location are the 42 Downtown Loop and 49 Van Ness-Mission. The closest Muni Metro stop is Van Ness station, where one can transfer to a 42 or 49. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Evelyn Merrill at least 72 hours in advance of need at (415) 554-4129.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City to accommodate these individuals.

Know Your Rights Under The Sunshine Ordinance

Governments's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at 415 554-7724; by fax at 415 554-5163; or by email at donna_hall@ci.sf.ca.us.

Citizens interested in obtaining a free copy of the Sunshine Ordinance can request a copy from Ms. Hall or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, at <http://www.ci.sf.ca.us/bdsupvrs/sunshine.htm>

Lobbyist Ordinance

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance (Administrative Code Sec. 16.520-16.534) to register and report lobbying activity. For more information about the Lobbyist Ordinance, contact the Ethics Commission at 1390 Market St Ste 701, San Francisco CA 94102, telephone (415) 554-9510, fax (415) 703-0121, or visit their web site at <http://www.ci.sf.ca.us/ethics/>.

MTA CAC SD&MC – FINAL Agenda – 5 October 2000

1. Call to Order/Roll Call
2. Self-Introduction of Members and Staff
3. Public Comment
4. Staff Presentation: Overview of Service Planning, Schedules, and Marketing activities (10 minutes each, 30 minutes total) (DISCUSSION ITEM)
5. Discussion of Current Items related to Service Planning, Schedules, and Marketing (DISCUSSION ITEM):
 - a. Service Planning: Status of SOMA/Potrero Hill service changes
 - b. Schedules: Changes under consideration for January 2001 general sign-up
 - c. Marketing: Status of Marketing Plan and Timetable Book production
6. Discuss Goals and Objectives of the Committee (DISCUSSION ITEM)
7. Review agenda items and schedule the next meeting
8. Public Comment
9. Adjournment (intended time: not later than 7:00PM)

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action. All Committee action must be ratified by the full Council.

90.37
1
/23/00
2

**Municipal Transportation Agency Citizens' Advisory Council
City & County of San Francisco**

**Service Design & Marketing Committee/
Committee of the Whole**

Notice of Meeting and Agenda

**Monday 23 October 2000 • 5PM
401 Van Ness Ave • Room 335
San Francisco CA**

Committee Members:

David Pilpel, Chair
Cynthia Low
Norman Rolfe
Jackie Landsman
Harry Stern
Ellen Hayes

Council Members not members of this Committee:

Art Cimento
Carlota del Portillo
Joan Downey
Steven Lee
Daniel Murphy
Bruce Oka
Bob Planthold
Linton Stables

DOCUMENTS DEPT.

OCT 18 2000

SAN FRANCISCO
PUBLIC LIBRARY

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

(415) 554-4129 Voice • (415) 554-4143 Fax

Notices and agendas are posted on Muni's web site at <http://www.sfmuni.com/rider/cacindx.htm>.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

MTA CAC SD&MC – FINAL Agenda – 23 October 2000

1. Call to Order/Roll Call
2. Self-Introduction of Members and Staff
3. Public Comment
4. Staff Presentation: Overview of Service Planning, Schedules, and Marketing activities (10 minutes each, 30 minutes total) (DISCUSSION ITEM)
5. Discussion of Current Items related to Service Planning, Schedules, and Marketing (DISCUSSION ITEM):
 - a. Service Planning: Status of SOMA/Potrero Hill service changes
 - b. Schedules: Changes under consideration for January 2001 general signup
 - c. Marketing: Status of Marketing Plan and Timetable Book production
6. Discuss Goals and Objectives of the Committee (DISCUSSION ITEM)
7. Review agenda items and schedule the next meeting
8. Public Comment
9. Adjournment (intended time: not later than 7:00PM)

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action. All Committee action must be ratified by the full Council.

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni lines nearest the meeting location are the 42 Downtown Loop and 49 Van Ness-Mission. The closest Muni Metro stop is Van Ness station, where one can transfer to a 42 or 49. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Evelyn Merrill at least 72 hours in advance of need at (415) 554-4129.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City to accommodate these individuals.

Know Your Rights Under The Sunshine Ordinance

Governments' duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at 415 554-7724; by fax at 415 554-5163; or by email at donna_hall@ci.sf.ca.us.

Citizens interested in obtaining a free copy of the Sunshine Ordinance can request a copy from Ms. Hall or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, at <http://www.ci.sf.ca.us/bdsupvrs/sunshine.htm>

Lobbyist Ordinance

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance (Administrative Code Sec. 16.520-16.534) to register and report lobbying activity. For more information about the Lobbyist Ordinance, contact the Ethics Commission at 1390 Market St Ste 701, San Francisco CA 94102, telephone (415) 554-9510, fax (415) 703-0121, or visit their web site at <http://www.ci.sf.ca.us/ethics/>.

**Municipal Transportation Agency Citizens' Advisory Council
City & County of San Francisco**

**Service Design & Marketing Committee/
Committee of the Whole**

Notice of Special Meeting and Agenda

Monday 13 November 2000 • 5PM
401 Van Ness Ave • Room 335
San Francisco CA

Committee Members:

David Pilpel, Chair
Cynthia Low
Norman Rolfe
Jackie Landsman
Ellen Hayes

Council Members not members of this Committee:

Art Cimento
Carlota del Portillo
Joan Downey
Steven Lee
Daniel Murphy
Bruce Oka
Bob Planthold
Linton Stables
2 vacancies

DOCUMENTS DEPT.

NOV 10 2000

SAN FRANCISCO
PUBLIC LIBRARY

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

(415) 554-4129 Voice • (415) 554-4143 Fax

Notices and agendas are posted on Muni's web site at <http://www.sfmuni.com/rider/cacindex.htm>.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni lines nearest the meeting location are the 42 Downtown Loop and 49 Van Ness-Mission. The closest Muni Metro stop is Van Ness station, where one can transfer to a 42 or 49. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Evelyn Merrill at least 72 hours in advance of need at (415) 554-4129.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City to accommodate these individuals.

Know Your Rights Under The Sunshine Ordinance

Governments's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at 415 554-7724; by fax at 415 554-5163; or by email at donna_hall@ci.sf.ca.us.

Citizens interested in obtaining a free copy of the Sunshine Ordinance can request a copy from Ms. Hall or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, at <http://www.ci.sf.ca.us/bdsupvrs/sunshine.htm>

Lobbyist Ordinance

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance (Administrative Code Sec. 16.520-16.534) to register and report lobbying activity. For more information about the Lobbyist Ordinance, contact the Ethics Commission at 1390 Market St Ste 701, San Francisco CA 94102, telephone (415) 554-9510, fax (415) 703-0121, or visit their web site at <http://www.ci.sf.ca.us/ethics/>.

MTA CAC SD&MC -- FINAL Agenda -- 13 November 2000

1. Call to Order/Roll Call
2. Self-Introduction of Members and Staff
3. Public Comment
4. Staff Presentation: Overview of Schedules activities (10 minutes) (DISCUSSION ITEM)
5. Discussion of Current Items related to Service Planning, Schedules, and Marketing (DISCUSSION ITEM):
 - a. Service Planning: Status of SOMA/Potrero Hill service changes
 - b. Schedules: Changes under consideration for January 2001 general signup
 - c. Marketing: Status of Marketing Plan and Timetable Book production
6. Review agenda items and schedule the next meeting
7. Public Comment
8. Adjournment (intended time: not later than 7:00PM)

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action. All Committee action must be ratified by the full Council.

**Municipal Transportation Agency Citizens' Advisory Council
City & County of San Francisco**

Service Design & Marketing Committee/
Committee of the Whole

Notice of Special Meeting and Agenda

Tuesday 23 January 2001 • 5:30 PM
401 Van Ness Ave • Room 334
San Francisco CA

Committee Members:

David Pilpel, Chair
Cynthia Low
Norman Rolfe
Jackie Landsman
Ellen Hayes

Council Members not members of this Committee:

Art Cimento
Carlota del Portillo
Joan Downey
Steven Lee
Daniel Murphy
Bruce Oka
Bob Planthold
Linton Stables
2 vacancies

DOCUMENTS DEPT.

JAN 22 2001 ✓

SAN FRANCISCO
PUBLIC LIBRARY

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

(415) 554-4129 Voice • (415) 554-4143 Fax

Notices and agendas are posted on Muni's web site at <http://www.sfmuni.com/rider/cacindx.htm>.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

MTA CAC SD&MC – Final Agenda – January 23, 2001

1. Call to Order/Roll Call
2. Self-introduction of Members and Staff
3. Public Comment
4. Staff Presentation: Public timetable book production (ACTION ITEM)
5. Recommendation regarding adding and deleting stops on the 38L, Geary Limited (ACTION ITEM)
6. Discussion of Current Items related to Service Planning, Schedules, and Marketing (DISCUSSION ITEMS):
 - a. Service Planning: Status of SOMA/Potrero Hill service changes
 - b. Schedules: Changes planned for February 2001 general sign-up
 - c. Marketing: Status of Marketing Plan
7. Review agenda items and schedule the next meeting
8. Public Comment
9. Adjournment (intended time: no later than 7:00 p.m.)

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action. All Committee action must be ratified by the full Council.

DISABILITY ACCESS

This meeting will be held in Room 334 (Conference Room) at 401 Van Ness Avenue, San Francisco between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni lines nearest the meeting location are the 42 Downtown Loop and 49 Van Ness-Mission. The closest Muni Metro stop is Van Ness station, where one can transfer to a 42 or 49. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc), call Christine Butler at least 72 hours in advance of need at (415) 554-7313.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City to accommodate these individuals.

"The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the Chair may order the removal from the meeting room of any person(s) responsible for the ringing or use of a cell phone, pager, or other similar sound-producing electronic devices."

Know Your Rights Under the Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Avenue, Room 334, during regular business hours.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA 94102-4689; by phone; (415) 554-7724; by fax (415) 554-5163; or by email at donna_hall@ci.sf.ca.us.

Citizens interested in obtaining a free copy of the Sunshine Ordinance can request a copy from Ms. Hall or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, at <http://www.ci.sf.ca.us/bdsupvrs/sunshine.htm>.

Lobbyist Ordinance

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance (Administrative Code Sec 16.520-16.534) to register and report lobbying activity. For more information about the Lobbyist Ordinance, contact the Ethics Commission at 1390 Market Street, Suite 701, San Francisco, CA 94102, telephone (415) 554-9510, fax (415) 703-0121, or visit their website at <http://www.ci.sf.ca.us/ethics/>.

1. The first part of the document is a list of the names of the persons who have been appointed to the various offices of the city of New York.

2. The second part of the document is a list of the names of the persons who have been appointed to the various offices of the city of New York.

3. The third part of the document is a list of the names of the persons who have been appointed to the various offices of the city of New York.

4. The fourth part of the document is a list of the names of the persons who have been appointed to the various offices of the city of New York.

5. The fifth part of the document is a list of the names of the persons who have been appointed to the various offices of the city of New York.

6. The sixth part of the document is a list of the names of the persons who have been appointed to the various offices of the city of New York.

7. The seventh part of the document is a list of the names of the persons who have been appointed to the various offices of the city of New York.

8. The eighth part of the document is a list of the names of the persons who have been appointed to the various offices of the city of New York.

9. The ninth part of the document is a list of the names of the persons who have been appointed to the various offices of the city of New York.

10. The tenth part of the document is a list of the names of the persons who have been appointed to the various offices of the city of New York.

11. The eleventh part of the document is a list of the names of the persons who have been appointed to the various offices of the city of New York.

12. The twelfth part of the document is a list of the names of the persons who have been appointed to the various offices of the city of New York.

13. The thirteenth part of the document is a list of the names of the persons who have been appointed to the various offices of the city of New York.

14. The fourteenth part of the document is a list of the names of the persons who have been appointed to the various offices of the city of New York.

15. The fifteenth part of the document is a list of the names of the persons who have been appointed to the various offices of the city of New York.

**Municipal Transportation Agency Citizens' Advisory Council
City & County of San Francisco**

**Service Design & Marketing Committee/
Committee of the Whole**

Notice of Special Meeting and Agenda

**Monday 14 May 2001 • 5:30 PM
401 Van Ness Ave • Room 335
San Francisco CA**

Committee Members:

David Pilpel, Chair
Ellen Hayes
Norman Rolfe

Council Members not members of this Committee:

Art Cimento
Joan Downey
Jackie Landsman
Daniel Murphy
Bruce Oka
Bob Planthold
Linton Stables
5 vacancies

DOCUMENTS DEPT.

MAY 10 2001

SAN FRANCISCO
PUBLIC LIBRARY

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

(415) 554-4129 Voice • (415) 554-4143 Fax

Notices and agendas are posted on Muni's web site at <http://www.sfmuni.com/rider/cacindx.htm>.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF CHEMISTRY

PHYSICAL CHEMISTRY

LECTURE NOTES

BY

PROFESSOR

JOHN D. MATYJKA

CHICAGO, ILLINOIS

1968

CHICAGO, ILLINOIS

1968

MTA CAC SD&MC – FINAL Agenda – 14 May 2001

1. Call to Order/Roll Call
2. Chair's Remarks
3. Public Comment
4. Staff Presentations
 - a. Public timetable book production status (ACTION ITEM)
 - b. Overview of Public & Community Affairs activities (10 minutes) (DISCUSSION ITEM)
5. Discussion of Current Items related to Service Planning, Schedules, and Marketing (DISCUSSION ITEM):
 - a. Service Planning: Status of SOMA/Potrero Hill service changes
 - b. Schedules: Changes implemented for Feb 2001 and planned for Jun 2001 signups
 - c. Marketing: Status of Marketing Plan
6. Review agenda items and schedule the next meeting

Items pending: Busgraph presentation, New scheduling system, Marketing Plan
7. Public Comment
8. Adjournment (intended time: not later than 7:00PM)

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action. All Committee action must be ratified by the full Council.

THE HISTORY OF THE

OF THE
OF THE
OF THE

OF THE

OF THE

OF THE

OF THE

OF THE

OF THE

OF THE

OF THE

OF THE

OF THE

OF THE

OF THE

OF THE

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni lines nearest the meeting location are the 42 Downtown Loop and 49 Van Ness-Mission. The closest Muni Metro stop is Van Ness station, where one can transfer to a 42 or 49. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Evelyn Merrill at least 72 hours in advance of need at (415) 554-4129.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City to accommodate these individuals.

Know Your Rights Under The Sunshine Ordinance

Governments's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at 415 554-7724; by fax at 415 554-5163; or by email at donna_hall@ci.sf.ca.us.

Citizens interested in obtaining a free copy of the Sunshine Ordinance can request a copy from Ms. Hall or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, at <http://www.ci.sf.ca.us/bdsupvrs/sunshine.htm>

Lobbyist Ordinance

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance (Administrative Code Sec. 16.520-16.534) to register and report lobbying activity. For more information about the Lobbyist Ordinance, contact the Ethics Commission at 1390 Market St Ste 701, San Francisco CA 94102, telephone (415) 554-9510, fax (415) 703-0121, or visit their web site at <http://www.ci.sf.ca.us/ethics/>.

1. The first part of the report deals with the general situation of the country and the progress of the war. It is a very interesting and informative account of the events of the year.

2. The second part of the report deals with the economic situation of the country. It is a very detailed and accurate account of the economic conditions of the year.

3. The third part of the report deals with the social situation of the country. It is a very thorough and complete account of the social conditions of the year.

4. The fourth part of the report deals with the political situation of the country. It is a very clear and concise account of the political conditions of the year.

5. The fifth part of the report deals with the military situation of the country. It is a very comprehensive and detailed account of the military conditions of the year.

6. The sixth part of the report deals with the cultural situation of the country. It is a very interesting and informative account of the cultural conditions of the year.

7. The seventh part of the report deals with the scientific situation of the country. It is a very thorough and complete account of the scientific conditions of the year.

8. The eighth part of the report deals with the legal situation of the country. It is a very clear and concise account of the legal conditions of the year.

9. The ninth part of the report deals with the administrative situation of the country. It is a very comprehensive and detailed account of the administrative conditions of the year.

10. The tenth part of the report deals with the foreign relations of the country. It is a very interesting and informative account of the foreign relations of the year.

**Municipal Transportation Agency Citizens' Advisory Council
City & County of San Francisco**

**Service Design & Marketing Committee/
Committee of the Whole**

Notice of Special Meeting and Agenda

Thursday 26 Jul 2001 • 5:30 PM
401 Van Ness Ave • Room 335
San Francisco CA

Committee Members:

David Pilpel, Chair
Ellen Hayes
Norman Rolfe

Council Members not members of this Committee:

Sue Cauthen
Art Cimento
Nia Crowder
Joan Downey
Daniel Murphy
Bruce Oka
Bob Planthold
Linton Stables
Dan Weaver
Tom Wetzel
2 vacancies

DOCUMENTS DEPT.

JUL 19 2001

SAN FRANCISCO
PUBLIC LIBRARY

07-19-01 PUBLISHED

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

(415) 554-4129 Voice • (415) 554-4143 Fax

Notices and agendas are posted on Muni's web site at <http://www.sfmuni.com/rider/cacindx.htm>.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni lines nearest the meeting location are the 42 Downtown Loop and 49 Van Ness-Mission. The closest Muni Metro stop is Van Ness station, where one can transfer to a 42 or 49. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Evelyn Merrill at least 72 hours in advance of need at (415) 554-4129.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City to accommodate these individuals.

Know Your Rights Under The Sunshine Ordinance

Governments's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at 415 554-7724; by fax at 415 554-5163; or by email at donna_hall@ci.sf.ca.us.

Citizens interested in obtaining a free copy of the Sunshine Ordinance can request a copy from Ms. Hall or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, at <http://www.ci.sf.ca.us/bdsupvrs/sunshine.htm>

Lobbyist Ordinance

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance (Administrative Code Sec. 16.520-16.534) to register and report lobbying activity. For more information about the Lobbyist Ordinance, contact the Ethics Commission at 1390 Market St Ste 701, San Francisco CA 94102, telephone (415) 554-9510, fax (415) 703-0121, or visit their web site at <http://www.ci.sf.ca.us/ethics/>.

MTA CAC SD&MC – FINAL Agenda – 26 Jul 2001

1. Call to Order/Roll Call
2. Chair's Remarks
3. Adoption of Minutes – 14 May 2001 (ACTION ITEM)
4. Public Comment
5. Staff Presentations
 - a. Follow-up: Public timetable book production status (ACTION ITEM)
 - b. Overview of ridership analysis tools (Busgraph etc.) (DISCUSSION ITEM)
 - c. Request for Data Collection Plan, Maximum Equipment Demand, and Recapitulation of Schedules (ACTION ITEM)
 - d. Review proposed new scheduling system (ACTION ITEM)
6. Discussion of Current Items related to Service Planning, Schedules, Public & Community Affairs, and Marketing (DISCUSSION ITEM):
 - a. Service Planning: Market/Steuart Ferry Terminals, Follow-up/status of SOMA/Potrero Hill service changes
 - b. Schedules: Changes implemented for Jun 2001 and planned for Aug 2001 signups
 - c. Public & Community Affairs: Follow-up on Monthly Events calendar
 - d. Marketing: Status of Marketing Plan
7. Review agenda items and schedule the next meeting

Items pending: Marketing Plan, Late Night/Owl service, Short-term service change proposals
8. Public Comment
9. Adjournment (intended time: not later than 7:00PM)

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action. All Committee action must be ratified by the full Council.

0.37
23/01
Special

Municipal Transportation Agency Citizens' Advisory Council City & County of San Francisco

Service Design & Marketing Committee / Committee of the Whole

Notice of Special Meeting and Agenda

Thursday 23 Aug 2001 • 5:30 PM
401 Van Ness Ave • Room 335
San Francisco CA

Committee Members:

David Pilpel, Chair
Nia Crowder
Ellen Hayes
Norman Rolfe
Doris Vincent

DOCUMENTS DEPT.

AUG 20 2001

SAN FRANCISCO
PUBLIC LIBRARY

Council Members not members of this Committee:

Sue Cauthen
Art Cimento
Joan Downey
Daniel Murphy
Bruce Oka
Bob Planthold
Linton Stables
Dan Weaver
Tom Wetzel
1 vacancy

08-20-01205:31 R000

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

(415) 554-4129 Voice • (415) 554-4143 Fax

Notices and agendas are posted on Muni's web site at <http://www.sfmuni.com/rider/cacindx.htm>.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni lines nearest the meeting location are the 47 Van Ness and 49 Van Ness-Mission. The closest Muni Metro stop is Van Ness station, where one can transfer to a 47 or 49. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Evelyn Merrill at least 72 hours in advance of need at (415) 554-4129.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City to accommodate these individuals.

Know Your Rights Under The Sunshine Ordinance

Governments' duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at 415 554-7724; by fax at 415 554-5163; or by email at donna_hall@ci.sf.ca.us.

Citizens interested in obtaining a free copy of the Sunshine Ordinance can request a copy from Ms. Hall or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, at <http://www.ci.sf.ca.us/bdsupvrs/sunshine.htm>

Lobbyist Ordinance

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance (Administrative Code Sec. 16.520-16.534) to register and report lobbying activity. For more information about the Lobbyist Ordinance, contact the Ethics Commission at 1390 Market St Ste 701, San Francisco CA 94102, telephone (415) 554-9510, fax (415) 703-0121, or visit their web site at <http://www.ci.sf.ca.us/ethics/>.

MTA CAC SD&MC – FINAL Agenda – 23 Aug 2001

1. Call to Order/Roll Call
2. Chair's Remarks
3. Adoption of Minutes – 14 May 2001, 26 Jul 2001 (ACTION ITEM)
4. Public Comment
5. Staff Presentations and major agenda items
 - a. Follow-up: Public timetable book production status; Request for Data Collection Plan, Maximum Equipment Demand, and Recapitulation of Schedules (ACTION ITEM)
 - b. Schedules: Review proposed new scheduling system (ACTION ITEM)
 - c. Service Planning: Proposed change to the 19-Polk (ACTION ITEM)
 - d. Community & Public Relations and Service Planning: Proposed office move to Market St (ACTION ITEM)
 - e. Schedules and Service Planning: Late Night/Owl service (DISCUSSION ITEM)
6. Discussion of Current Items related to Service Planning, Schedules, Community & Public Relations, and Marketing (DISCUSSION ITEM):
 - a. Service Planning: Market/Steuart Ferry Terminals, Follow-up/status of SOMA/Potrero Hill service changes
 - b. Schedules: Changes implemented for Jun 2001 and planned for Aug 2001 signups
 - c. Public & Community Affairs: Follow-up on Monthly Events calendar
 - d. Marketing: Status of Marketing Plan
7. Review agenda items and meeting schedule

Items pending: Marketing Plan, Short-term service change proposals
8. Establish regular meeting date (ACTION ITEM)
9. Public Comment
10. Adjournment (intended time: not later than 7:15PM)

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action. All Committee action must be ratified by the full Council.

37
01
cia/

Municipal Transportation Agency Citizens' Advisory Council City & County of San Francisco

Service Design & Marketing Committee /
Committee of the Whole

Notice of Special Meeting and Agenda

Thursday 30 Aug 2001 • 5:30 PM
401 Van Ness Ave • Room 335
San Francisco CA

Committee Members:

David Pilpel, Chair
Nia Crowder
Ellen Hayes
Norman Rolfe
Doris Vincent

DOCUMENTS DEPT.

AUG 31 2001

SAN FRANCISCO
PUBLIC LIBRARY

Council Members not members of this Committee:

Sue Cauthen
Art Cimento
Joan Downey
Daniel Murphy
Bruce Oka
Bob Planthold
Linton Stables
Dan Weaver
Tom Wetzel
1 vacancy

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

(415) 554-4129 Voice • (415) 554-4143 Fax

Notices and agendas are posted on Muni's web site at <http://www.sfmuni.com/rider/cacindx.htm>.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

MTA CAC SD&MC – FINAL Agenda – 30 Aug 2001

1. Call to Order/Roll Call
2. Chair's Remarks
3. Public Comment
4. Staff Presentations and major agenda items
 - a. Schedules: Review proposed new scheduling system and RFP (ACTION ITEM)
5. Public Comment
6. Adjournment (intended time: not later than 7:15PM)

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action. All Committee action must be ratified by the full Council.

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni lines nearest the meeting location are the 47 Van Ness and 49 Van Ness-Mission. The closest Muni Metro stop is Van Ness station, where one can transfer to a 47 or 49. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Evelyn Merrill at least 72 hours in advance of need at (415) 554-4129.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City to accommodate these individuals.

Know Your Rights Under The Sunshine Ordinance

Governments's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at 415 554-7724; by fax at 415 554-5163; or by email at donna_hall@ci.sf.ca.us.

Citizens interested in obtaining a free copy of the Sunshine Ordinance can request a copy from Ms. Hall or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, at <http://www.ci.sf.ca.us/bdsupvrs/sunshine.htm>

Lobbyist Ordinance

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance (Administrative Code Sec. 16.520-16.534) to register and report lobbying activity. For more information about the Lobbyist Ordinance, contact the Ethics Commission at 1390 Market St Ste 701, San Francisco CA 94102, telephone (415) 554-9510, fax (415) 703-0121, or visit their web site at <http://www.ci.sf.ca.us/ethics/>.

37
/01
pecial

**Municipal Transportation Agency Citizens' Advisory Council
City & County of San Francisco**

**Service Design & Marketing Committee /
Committee of the Whole**

Notice of Special Meeting and Agenda

Monday 29 Oct 2001 • 5:30 PM
401 Van Ness Ave • Room 335
San Francisco CA

Committee Members:

David Pilpel, Chair
Nia Crowder
Ellen Hayes
Norman Rolfe
Dorris Vincent

DOCUMENTS DEPT.

OCT 29 2001

SAN FRANCISCO
PUBLIC LIBRARY

10-29-2001 11:25 AM

Council Members not members of this Committee:

Sue Cauthen
Art Cimento
Joan Downey
Daniel Murphy
Bruce Oka
Bob Planthold
Linton Stables
Dan Weaver
Tom Wetzel
1 vacancy

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

(415) 554-4129 Voice • (415) 554-4143 Fax

Notices and agendas are posted on Muni's web site at <http://www.sfmuni.com/rider/cacindx.htm>.

Written reports and background materials for calendar items are available for

public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni lines nearest the meeting location are the 47 Van Ness and 49 Van Ness-Mission. The closest Muni Metro stop is Van Ness station, where one can transfer to a 47 or 49. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Christine Butler at least 72 hours in advance of need at (415) 554-7313.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City to accommodate these individuals.

Know Your Rights Under The Sunshine Ordinance

Governments' duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at 415 554-7724; by fax at 415 554-5163; or by email at donna_hall@ci.sf.ca.us.

Citizens interested in obtaining a free copy of the Sunshine Ordinance can request a copy from Ms. Hall or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, at <http://www.ci.sf.ca.us/bdsupvrs/sunshine.htm>

Lobbyist Ordinance

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance (Administrative Code Sec. 16.520-16.534) to register and report lobbying activity. For more information about the Lobbyist Ordinance, contact the Ethics Commission at 1390 Market St Ste 701, San Francisco CA 94102, telephone (415) 554-9510, fax (415) 703-0121, or visit their web site at <http://www.ci.sf.ca.us/ethics/>.

MTA CAC SD&MC – FINAL Agenda – 29 Oct 2001

1. Call to Order/Roll Call
2. Chair's Remarks
3. Public Comment
4. Status of Minutes (DISCUSSION ITEM)
5. Staff Presentations and major agenda items
 - a. Marketing: Status of Marketing Plan (DISCUSSION ITEM)
 - b. Service Planning: Service to Hunter's Point Shipyard (DISCUSSION ITEM)
 - c. Schedules: Service changes planned for Jan 2002 signup (INFORMATION ITEM)
6. Discussion of Current and Follow-up Items related to Service Planning, Schedules, Community & Public Relations, and Marketing (DISCUSSION ITEMS):
 - a. Service Planning: 19-Polk reroute, Market/Steuart Ferry Terminals, Follow-up/status of SOMA/Potrero Hill service changes
 - b. Schedules: New scheduling system; Changes implemented for Aug 2001 signup; Request for Data Collection Plan, Maximum Equipment Demand, and Recapitulation of Schedules
 - c. Community & Public Relations: Proposed office move to Market St, Public timetable book production status, Follow-up on Monthly Events calendar
 - d. Marketing: Status of Marketing Plan
7. Review agenda items and meeting schedule

Items pending: Late Night/Owl service, Short-term service change proposals
8. Establish next meeting date (ACTION ITEM)
9. Public Comment
10. Adjournment (intended time: not later than 7:15PM)

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action. All Committee action must be ratified by the full Council.

37
01
**Municipal Transportation Agency Citizens' Advisory Council
City & County of San Francisco**

**Service Design & Marketing Committee /
Committee of the Whole**

Notice of Special Meeting and Agenda

**Monday 19 Nov 2001 • 5:30 PM
401 Van Ness Ave • Room 335
San Francisco CA**

Committee Members:

David Pilpel, Chair
Nia Crowder
Ellen Hayes
Norman Rolfe
Dorris Vincent

Council Members not members of this Committee:

Sue Cauthen
Art Cimento
Joan Downey
Daniel Murphy
Bruce Oka
Bob Planthold
Linton Stables
Dan Weaver
Tom Wetzel
1 vacancy

DOCUMENTS DEPT.

NOV 16 2001

SAN FRANCISCO
PUBLIC LIBRARY

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

(415) 554-4129 Voice • (415) 554-4143 Fax

Notices and agendas are posted on Muni's web site at <http://www.sfmuni.com/rider/cacindx.htm>.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

MTA CAC SD&MC – FINAL Agenda – 19 Nov 2001

1. Call to Order/Roll Call
2. Public Comment
3. Report of the Chair
4. Approval of Minutes (ACTION ITEM)
5. Staff Presentations and major agenda items
 - a. Service Planning (Straus): Priorities for Service Additions and/or Cuts (including Late Night/Owl service and Short-term service change proposals) (DISCUSSION ITEM)
 - b. Timetable book (Pilpel) (ACTION ITEM): **It is recommended that the public timetable book NOT be published for Jan 2002, but that publication resume for Apr 2002, continue at each signup where enough service and/or schedule changes or other factors warrant, and that the print run be reduced to the number of books that will likely be consumed (including a 10 % increase).**
 - c. Fares (Pilpel) (ACTION ITEM): **It is recommended that staff model and report back the potential revenue and ridership impacts of the following fare changes: Adult cash \$1.10, Adult tokens 10 for \$10.00 (\$1.00 each), Senior/Disabled/Youth (S/D/Y) cash \$0.45, S/D/Y Monthly Pass \$12.00, Youth tickets 15 for \$6.75 (\$0.45 each), Regional Passes/Stickers/Tickets \$31.00 per month or equivalent.**
6. Discussion of Current and Follow-up Items related to Service Planning, Schedules, Community & Public Relations, and Marketing (DISCUSSION ITEMS):
 - a. Service Planning (Straus): Status of SOMA/Potrero Hill service changes, Market/Steuart Ferry Terminals, 19-Polk reroute, Service to Hunter's Point Shipyard
 - b. Schedules (Paculba/Berliner): Request for Data Collection Plan, Maximum Equipment Demand, and Recapitulation of Schedules; Changes pending for next signup; New scheduling system
 - c. Community & Public Relations (Lynch/Sakalaris/Siegel): Monthly Events calendar, Public timetable book production status, Proposed office move to Market St
 - d. Marketing (Caposino): Status of Marketing Plan
7. Review agenda items and meeting schedule
 - a. Items pending: Promotion of Muni service to Cultural Events (Community & Public Relations / Sakalaris), Proof of Payment Implementation Plan (Service Planning / Straus), Data Collection (Schedules / Paculba)
 - b. Establish 3rd Monday at 5:30PM, 401 Van Ness Ave, Room 335, as regular meeting date (ACTION ITEM)
8. Public Comment
9. Adjournment (intended time: not later than 7:15PM)

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action. All Committee action must be ratified by the full Council.

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni lines nearest the meeting location are the 47 Van Ness and 49 Van Ness-Mission. The closest Muni Metro stop is Van Ness station, where one can transfer to a 47 or 49. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Christine Butler at least 72 hours in advance of need at (415) 554-7313.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City to accommodate these individuals.

Know Your Rights Under The Sunshine Ordinance

Governments's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at 415 554-7724; by fax at 415 554-5163; or by email at donna_hall@ci.sf.ca.us.

Citizens interested in obtaining a free copy of the Sunshine Ordinance can request a copy from Ms. Hall or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, at <http://www.ci.sf.ca.us/bdsupvrs/sunshine.htm>

Lobbyist Ordinance

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance (Administrative Code Sec. 16.520-16.534) to register and report lobbying activity. For more information about the Lobbyist Ordinance, contact the Ethics Commission at 1390 Market St Ste 701, San Francisco CA 94102, telephone (415) 554-9510, fax (415) 703-0121, or visit their web site at <http://www.ci.sf.ca.us/ethics/>.

37
2/01

Municipal Transportation Agency Citizens' Advisory Council City & County of San Francisco

Service Design & Marketing Committee / Committee of the Whole

Notice of Special Meeting and Agenda

Thursday 20 Dec 2001 • 5:00 PM
401 Van Ness Ave • Room 335
San Francisco CA

Committee Members:

David Pilpel, Chair
Nia Crowder
Ellen Hayes
Norman Rolfe
Dorris Vincent

DOCUMENTS DEPT.

DEC 17 2001

SAN FRANCISCO
PUBLIC LIBRARY

Council Members not members of this Committee:

Sue Cauthen, Art Cimento, Joan Downey,
Daniel Murphy, Bruce Oka, Bob Planthold,
Linton Stables, Dan Weaver, Tom Wetzels, 1 vacancy

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action. All Committee action must be ratified by the full Council.

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

(415) 554-7313 Voice • (415) 554-7606 Fax

Notices and agendas are posted on Muni's web site at <http://www.sfmuni.com/rider/cacindx.htm>.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni lines nearest the meeting location are the 47 Van Ness and 49 Van Ness-Mission. The closest Muni Metro stop is Van Ness station, where one can transfer to a 47 or 49. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Christine Butler at least 72 hours in advance of need at (415) 554-7313.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City to accommodate these individuals.

Know Your Rights Under The Sunshine Ordinance

Governments' duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at 415 554-7724; by fax at 415 554-5163; or by email at donna_hall@ci.sf.ca.us.

Citizens interested in obtaining a free copy of the Sunshine Ordinance can request a copy from Ms. Hall or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, at <http://www.ci.sf.ca.us/bdsupvrs/sunshine.htm>

Lobbyist Registration and Reporting Requirements

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [San Francisco Campaign and Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Ave Ste 3900, San Francisco CA 94102; telephone (415) 581-2300; fax (415) 581-2317; web site www.sfgov.org/ethics/.

MTA CAC SD&MC – FINAL Agenda – 20 Dec 2001

1. Call to Order/Roll Call
2. Public Comment
3. Approval of Minutes – 19 Nov 2001 (ACTION ITEM)
4. Report of the Chair
5. Staff Presentations and major agenda items
 - a. Community & Public Relations (Sakelaris):
 - i. Quarterly review (organization chart, work plan, collateral materials, upcoming publications, distribution lists and channels) (DISCUSSION ITEM)
 - ii. Cultural institutions outreach / Promotion of Muni service to Cultural Events (DISCUSSION/ACTION ITEM)
 - iii. Construction Project service impacts – passenger communications (DISCUSSION ITEM)
 - iv. Organization Structure (Pilpel): **It is recommended that the Marketing function report to the Director of Community & Public Relations instead of the Director of Capital Planning & Legislative Affairs. (ACTION ITEM)**
 - b. Priorities for Service Additions and/or Cuts (including Late Night/Owl service and Short-term service change proposals) (Service Planning / Straus): (DISCUSSION ITEM) (continued from 19 Nov 2001)
 - c. 53 Southern Heights schedules (Pilpel): **It is recommended that weekday peak hour service be increased from every 30 minutes to every 20 minutes on the 53 Southern Heights. (ACTION ITEM)**
 - d. Fares (Pilpel): **It is recommended that staff model and report back the potential revenue and ridership impacts of the following fare changes: Adult cash \$1.10, Adult tokens 10 for \$10.00 (\$1.00 each), Senior/Disabled/Youth (S/D/Y) cash \$0.45, S/D/Y Monthly Pass \$12.00, Youth tickets 15 for \$6.75 (\$0.45 each), Regional Passes/Stickers/Tickets \$31.00 per month or equivalent. (ACTION ITEM)** (continued from 19 Nov 2001)
6. Discussion of Current and Follow-up Items related to Service Planning, Schedules, Community & Public Relations, and Marketing (DISCUSSION ITEMS):
 - a. Service Planning (Straus): Status of SOMA/Potrero Hill service changes, Market/Steuart Ferry Terminals, 19-Polk reroute, Service to Hunter's Point Shipyard
 - b. Schedules (Paculba): Request for Data Collection Plan, Maximum Equipment Demand, and Recapitulation of Schedules; Changes pending for next signup; New scheduling system
 - c. Community & Public Relations (Sakelaris): Monthly Events calendar, Public timetable book production status, Proposed office move to Market St
 - d. Marketing (Caposino): Status of Marketing Plan
7. Review meeting schedule and agenda items
 - a. Next regular meeting: Mon 21 Jan 2002, 5:30PM, 401 Van Ness Ave, Room 335 – need to reschedule
 - b. Items pending: Proof of Payment (POP) Implementation Plan (Service Planning / Straus), Data Collection (Schedules / Paculba), Digital Voice Announcement System (DVAS) (Service Planning / Straus)
8. Public Comment
9. Adjournment (intended time: not later than 7:15PM)

**Municipal Transportation Agency Citizens' Advisory Council
City & County of San Francisco**

**Service Design & Marketing Committee /
Committee of the Whole**

Notice of *Rescheduled* Regular Meeting and Agenda

(The Committee will NOT be meeting on Mon 21 Jan 2002 due to Martin Luther King Day.)

Tuesday 22 Jan 2002 • 5:30 PM
401 Van Ness Ave • Room 335
San Francisco CA

DOCUMENTS DEPT.

JAN 22 2002

Committee Members:

SAN FRANCISCO
PUBLIC LIBRARY

David Pilpel, Chair
Nia Crowder
Ellen Hayes
Norman Rolfe
Dorris Vincent

01-22-02P02:55 RCVD

Council Members not members of this Committee:

Sue Cauthen, Art Cimento, Joan Downey,
Daniel Murphy, Bruce Oka, Bob Planthold,
Linton Stables, Dan Weaver, Tom Wetzel, 1 vacancy

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action. All Committee action must be ratified by the full Council.

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

(415) 554-7313 Voice • (415) 554-7606 Fax

Notices and agendas are posted on Muni's web site at <http://www.sfmuni.com/rider/cacindx.htm>.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni lines nearest the meeting location are the 47 Van Ness and 49 Van Ness-Mission. The closest Muni Metro stop is Van Ness station, where one can transfer to a 47 or 49. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Christine Butler at least 72 hours in advance of need at (415) 554-7313.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City to accommodate these individuals.

Know Your Rights Under The Sunshine Ordinance

Governments's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at 415 554-7724; by fax at 415 554-5163; or by email at donna_hall@ci.sf.ca.us.

Citizens interested in obtaining a free copy of the Sunshine Ordinance can request a copy from Ms. Hall or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, at <http://www.ci.sf.ca.us/bdsupvrs/sunshine.htm>

Lobbyist Registration and Reporting Requirements

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [San Francisco Campaign and Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Ave Ste 3900, San Francisco CA 94102; telephone (415) 581-2300; fax (415) 581-2317; web site www.sfgov.org/ethics/.

MTA CAC SD&MC – Agenda – 22 Jan 2002

1. Call to Order/Roll Call
2. Public Comment
3. Approval of Minutes – 19 Nov 2001 and 20 Dec 2001 (ACTION ITEM)
4. Report of the Chair (including follow-up on action items from the last meeting)
5. Staff Presentations and major agenda items
 - a. Service Planning (Straus):
 - i. Quarterly review (organization chart, work plan, collateral materials, upcoming publications, distribution lists and channels) (DISCUSSION ITEM)
 - ii. Status of South of Market and Potrero Hill service changes (DISCUSSION / ACTION ITEM)
 - iii. Digital Voice Announcement System (DVAS) (DISCUSSION ITEM)
 - iv. Proof of Payment (POP) Implementation Plan (DISCUSSION / ACTION ITEM)
 - v. Transit Preferential Streets (TPS) Program (DISCUSSION / ACTION ITEM)
 - b. Priorities for Service Additions and/or Cuts (including Late Night/Owl service and Short-term service change proposals) (Pilpel): (ACTION ITEM) (continued from 19 Nov 2001 and 20 Dec 2001)
6. Discussion of Current and Follow-up Items related to Service Planning, Schedules, Community & Public Relations, and Marketing (DISCUSSION ITEMS):
 - a. Service Planning (Straus): Market/Steuart Ferry Terminals, 19-Polk reroute, Service to Hunter's Point Shipyard
 - b. Schedules (Paculba): Request for Maximum Equipment Demand and Recapitulation of Schedules, Changes pending for next signup, New scheduling system
 - c. Community & Public Relations (Sakelaris / Siegel): Public timetable book production status & distribution plan, Cultural institutions outreach / Promotion of Muni service to Cultural Events, Construction Project service impacts – passenger communications
 - d. Marketing (Caposino): Status of Marketing Plan and marketing activities, Graphics and Design Guidelines
7. Review meeting schedule and agenda items
 - a. Next regular meeting: Mon 18 Feb 2002, 5:30PM, 401 Van Ness Ave, Room 335 – need to reschedule
 - b. Items pending: Web site (Community & Public Relations), Data Collection (Schedules)
8. Public Comment
9. Adjournment (intended time: not later than 7:15PM)

37
02
112

**Municipal Transportation Agency Citizens' Advisory Council
City & County of San Francisco**

Service Design & Marketing Committee

Cancellation of *Special* Meeting and Agenda

**Meeting Cancelled and rescheduled for 4/4/02
at 4:30 same location**

DOCUMENTS DEPT.

Monday, 1 April 2002 • 5:30 PM
401 Van Ness Ave • Room 334
San Francisco CA

APR - 1 2002

SAN FRANCISCO
PUBLIC LIBRARY

Committee Members:

David Pilpel, Chair
Nia Crowder
Ellen Hayes
Norman Rolfe
Dorris Vincent

86-01-02113: 11-12VR

Council Members not members of this Committee:

Sue Cauthen, Art Cimento, Joan Downey,
Daniel Murphy, Bruce Oka, Linton Stables,
Dan Weaver, Tom Wetzel, (2 Vacancy)

NOTE: Members of the Citizens' Advisory Council who are not members of this committee may attend. In the event that a quorum of the entire Council is present, this committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final council recommendation. The full Council must ratify all Committee action.

The Municipal Transit Agency Citizens' Advisory Council and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Avenue, Suite 334
San Francisco CA 94102-4524

(415) 554-7313 Voice • (415) 554-7606 Fax

Notices and agendas are posted on Muni's web site at <http://www.sfmuni.com/rider/cacindx.htm>.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni lines nearest the meeting location are the 47 Van Ness and 49 Van Ness-Mission. The closest Muni Metro stop is Van Ness station, where one can transfer to a 47 or 49. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Vincent Dunlap at least 72 hours in advance of need at (415) 554-7873.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City to accommodate these individuals.

Know Your Rights Under The Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail: Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689, by phone at 415 554-7724, by fax at 415 554-5163 or by email at donna_hall@ci.sf.ca.us.

Citizens interested in obtaining a free copy of the Sunshine Ordinance can request a copy from Ms. Hall or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, at <http://www.ci.sf.ca.us/bdsupvrs/sunshine.htm>

Lobbyist Registration and Reporting Requirements

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [San Francisco Campaign and Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Ave Ste 3900, San Francisco CA 94102; telephone (415) 581-2300; fax (415) 581-2317; web site www.sfgov.org/ethics/.

Municipal Transit Agency Citizens' Advisory Council
Service Design and Marketing Committee
Agenda – April 1, 2002

1. Call to Order/Roll Call
2. Public Comment
3. Status of Minutes from Previous Meetings (ACTION ITEM)
4. Report of the Chair (including follow-up on action items from the last meeting)
5. Review of Municipal Transportation Agency Board (Finance and Administration) proposed resolution on Approval of Transfer Policy
6. Presentation
 - a. Status of Proposed New Scheduling System presented by Pacifico Paculba, Senior Operations Manager Scheduling Department (DISCUSSION ITEM)
 - b. Status of Public Time Table Book presented by Alan Siegel, Public Information (DISCUSSION ITEM)
7. Review meeting schedule and agenda items (DISCUSSION ITEM)
 - a. Next regular meeting: Monday, 22 April 2002, 5:30PM, 401 Van Ness Ave, Room 335
8. Adjournment (intended time: not later than 7:15PM)

70.37

102

11

cancelled agent"
cancelled notice"

See amended agenda

MAR 30 2002

SAN FRANCISCO
PUBLIC LIBRARY

NOTE: Members of the Citizens' Advisory Council who are not members of this committee may attend. In the event that a quorum of the entire Council is present, this committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final council recommendation. The full Council must ratify all Committee action.

The Municipal Transit Agency Citizens' Advisory Council and its committees may be contacted as follows:

(415) 554-7313 Voice • (415) 554-7606 Fax

Notices and agendas are posted on Muni's web site at <http://www.sfmuni.com/rider/cacindx.htm>.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni lines nearest the meeting location are the 47 Van Ness and 49 Van Ness-Mission. The closest Muni Metro stop is Van Ness station, where one can transfer to a 47 or 49. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Vincent Dunlap at least 72 hours in advance of need at (415) 554-7873.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City to accommodate these individuals.

Know Your Rights Under The Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail: Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689, by phone at 415 554-7724, by fax at 415 554-5163 or by email at donna_hall@ci.sf.ca.us.

Citizens interested in obtaining a free copy of the Sunshine Ordinance can request a copy from Ms. Hall or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, at <http://www.ci.sf.ca.us/bdsupvrs/sunshine.htm>

Lobbyist Registration and Reporting Requirements

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [San Francisco Campaign and Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Ave Ste 3900, San Francisco CA 94102; telephone (415) 581-2300; fax (415) 581-2317; web site www.sfgov.org/ethics/.

**Municipal Transit Agency Citizens' Advisory Council
Service Design and Marketing Committee
Agenda – April 1, 2002**

1. Call to Order/Roll Call
2. Public Comment
3. Status of Minutes from Previous Meetings (ACTION ITEM)
4. Report of the Chair (including follow-up on action items from the last meeting)
5. Review of Municipal Transportation Agency Board (Finance and Administration) proposed resolution on Approval of Transfer Policy
6. Presentation
 - a. Status of Proposed New Scheduling System presented by Pacifico Paculba, Senior Operations Manager Scheduling Department (DISCUSSION ITEM)
 - b. Status of Public Time Table Book presented by Alan Siegel, Public Information (DISCUSSION ITEM)
7. Review meeting schedule and agenda items (DISCUSSION ITEM)
 - a. Next regular meeting: Monday, 22 April 2002, 5:30PM, 401 Van Ness Ave, Room 335
8. Adjournment (intended time: not later than 7:15PM)

0.37
/02
diment
2
C Cancelled
Notice
**Municipal Transportation Agency Citizens' Advisory Council
City & County of San Francisco**

Service Design & Marketing Committee

Amendment to Notice of *Special* Meeting and Agenda

(Note Change in Meeting Time from 5:00pm to 5:30pm)

**Monday, 1 April 2002 • 5:30 PM
401 Van Ness Ave • Room 334
San Francisco CA**

DOCUMENTS DEPT.

MAR 30 2002

**SAN FRANCISCO
PUBLIC LIBRARY**

Committee Members:

David Pilpel, Chair
Nia Crowder
Ellen Hayes
Norman Rolfe
Dorris Vincent

05-39-72110-10 10401
for posted 3/29/02

Council Members not members of this Committee:

Sue Cauthen, Art Cimento, Joan Downey,
Daniel Murphy, Bruce Oka, Linton Stables,
Dan Weaver, Tom Wetzel, (2 Vacancy)

NOTE: Members of the Citizens' Advisory Council who are not members of this committee may attend. In the event that a quorum of the entire Council is present, this committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final council recommendation. The full Council must ratify all Committee action.

The Municipal Transit Agency Citizens' Advisory Council and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Avenue, Suite 334
San Francisco CA 94102-4524

(415) 554-7313 Voice • (415) 554-7606 Fax

Notices and agendas are posted on Muni's web site at <http://www.sfmuni.com/rider/cacindx.htm>.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni lines nearest the meeting location are the 47 Van Ness and 49 Van Ness-Mission. The closest Muni Metro stop is Van Ness station, where one can transfer to a 47 or 49. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Vincent Dunlap at least 72 hours in advance of need at (415) 554-7873.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City to accommodate these individuals.

Know Your Rights Under The Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail: Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689, by phone at 415 554-7724, by fax at 415 554-5163 or by email at donna_hall@ci.sf.ca.us.

Citizens interested in obtaining a free copy of the Sunshine Ordinance can request a copy from Ms. Hall or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, at <http://www.ci.sf.ca.us/bdsupvrs/sunshine.htm>

Lobbyist Registration and Reporting Requirements

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [San Francisco Campaign and Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Ave Ste 3900, San Francisco CA 94102; telephone (415) 581-2300; fax (415) 581-2317; web site www.sfgov.org/ethics/.

**Municipal Transit Agency Citizens' Advisory Council
Service Design and Marketing Committee
Agenda – April 1, 2002**

1. Call to Order/Roll Call
2. Public Comment
3. Status of Minutes from Previous Meetings (ACTION ITEM)
4. Report of the Chair (including follow-up on action items from the last meeting)
5. Review of Municipal Transportation Agency Board (Finance and Administration) proposed resolution on Approval of Transfer Policy
6. Presentation
 - a. Status of Proposed New Scheduling System presented by Pacifico Paculba, Senior Operations Manager Scheduling Department (DISCUSSION ITEM)
 - b. Status of Public Time Table Book presented by Alan Siegel, Public Information (DISCUSSION ITEM)
7. Review meeting schedule and agenda items (DISCUSSION ITEM)
 - a. Next regular meeting: Monday, 22 April 2002, 5:30PM, 401 Van Ness Ave, Room 335
8. Adjournment (intended time: not later than 7:15PM)

0.37
02
**Municipal Transportation Agency Citizens' Advisory Council
City & County of San Francisco**

Service Design & Marketing Committee

Notice of *Special* Meeting and Agenda

Thursday 4 April 2002 • 4:30 PM
401 Van Ness Ave • Room 334
San Francisco CA

Committee Members:

David Pilpel, Chair
Nia Crowder
Ellen Hayes
Norman Rolfe
Dorris Vincent

Council Members not members of this Committee:

Sue Cauthen, Art Cimento, Joan Downey,
Daniel Murphy, Bruce Oka, Linton Stables,
Dan Weaver, Tom Wetzal, (2 Vacancy)

NOTE: Members of the Citizens' Advisory Council who are not members of this committee may attend. In the event that a quorum of the entire Council is present, this committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final council recommendation. The full Council must ratify all Committee action.

The Municipal Transit Agency Citizens' Advisory Council and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Avenue, Suite 334
San Francisco CA 94102-4524

(415) 554-7313 Voice • (415) 554-7606 Fax

Notices and agendas are posted on Muni's web site at <http://www.sfmuni.com/rider/cacindx.htm>.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

DOCUMENTS DEPT.

APR - 1 2002

SAN FRANCISCO
PUBLIC LIBRARY

01-01-048012-00 1000

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni lines nearest the meeting location are the 47 Van Ness and 49 Van Ness-Mission. The closest Muni Metro stop is Van Ness station, where one can transfer to a 47 or 49. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Vincent Dunlap at least 72 hours in advance of need at (415) 554-7873.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City to accommodate these individuals.

Know Your Rights Under The Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail: Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689, by phone at 415 554-7724, by fax at 415 554-5163 or by email at donna_hall@ci.sf.ca.us.

Citizens interested in obtaining a free copy of the Sunshine Ordinance can request a copy from Ms. Hall or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, at <http://www.ci.sf.ca.us/bdsupvrs/sunshine.htm>

Lobbyist Registration and Reporting Requirements

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [San Francisco Campaign and Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Ave Ste 3900, San Francisco CA 94102; telephone (415) 581-2300; fax (415) 581-2317; web site www.sfgov.org/ethics/.

Municipal Transit Agency Citizens' Advisory Council
Service Design and Marketing Committee
Agenda – April 4, 2002

1. Call to Order/Roll Call
2. Public Comment
3. Status of Minutes from Previous Meetings (ACTION ITEM)
4. Report of the Chair (including follow-up on action items from the last meeting)
5. Review of Municipal Transportation Agency Board (Finance and Administration) proposed resolution on Approval of Transfer Policy
6. Presentation
 - a. Status of Proposed New Scheduling System presented by Pacifico Paculba, Senior Operations Manager Scheduling Department (DISCUSSION ITEM)
 - b. Status of Public Time Table Book presented by Alan Siegel, Public Information (DISCUSSION ITEM)
7. Review meeting schedule and agenda items (DISCUSSION ITEM)
 - a. Next regular meeting: Monday, 22 April 2002, 5:30PM, 401 Van Ness Ave, Room 335
8. Adjournment (intended time: not later than 5:30 PM)

0.37
Municipal Transportation Agency Citizens' Advisory Council
City & County of San Francisco

0/02
Service Design & Marketing Committee /
Committee of the Whole

Notice of Regular Meeting and Agenda

Monday 20 May 2002 • 5:30 PM
401 Van Ness Ave • Room 335
San Francisco CA

Committee Members:

David Pilpel, Chair
Nia Crowder
Ellen Hayes
Norman Rolfe
Dorris Vincent

DOCUMENTS DEPT.

MAY 16 2002

SAN FRANCISCO
PUBLIC LIBRARY

Council Members not members of this Committee:

Sue Cauthen, Art Cimento, Joan Downey,
Daniel Murphy, Bruce Oka, Linton Stables,
Dan Weaver, Tom Wetzel, 2 vacancies

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action; all Committee action must be ratified by the full Council.

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

(415) 554-6873 Voice • (415) 554-4103 Fax

Notices and agendas are posted on Muni's web site at <http://www.sfmuni.com/rider/cacindx.htm>.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove/Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni lines nearest the meeting location are the 47 Van Ness and 49 Van Ness-Mission. The closest Muni Metro stop is Van Ness station, where one can transfer to a 47 or 49. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Vincent Dunlap at least 72 hours in advance of need at (415) 554-6873.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City to accommodate these individuals.

Know Your Rights Under The Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at 415 554-7724; by fax at 415 554-5163; or by email at donna_hall@ci.sf.ca.us.

Citizens interested in obtaining a free copy of the Sunshine Ordinance can request a copy from Ms. Hall or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, at <http://www.ci.sf.ca.us/bdsupvrs/sunshine.htm>.

Lobbyist Registration and Reporting Requirements

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [San Francisco Campaign and Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Ave Ste 3900, San Francisco CA 94102; telephone (415) 581-2300; fax (415) 581-2317; web site www.sfgov.org/ethics/.

MTA CAC SD&MC – FINAL Agenda – 20 May 2002

1. Call to Order/Roll Call
2. Public Comment
3. Status of Minutes from Previous Committee Meetings (DISCUSSION/ACTION ITEM)
4. Report of the Chair (including follow-up on action items from the last meeting)
5. Staff Presentations and major agenda items (ACTION ITEMS)
 - a. Service Planning (Straus):
 - i. 78 Bayview Special
 - ii. 80X/81X/82X Caltrain Expresses
 - iii. New Transfer Policy Approval Process and Implementation
 - iv. Status of South of Market and Potrero Hill service changes
 - b. Schedules (Paculba):
 - i. Status of Proposed New Scheduling System
 - ii. Service changes pending for next signup (Jun 2002)
 - iii. Fiscal Year (FY) 2002-03 Budget, Service Adjustments, and Potrero Run cuts
 - iv. Maximum Equipment Demand and Recapitulation of Schedules for FY2001-02 signups
 - c. Community & Public Relations (Lynch/Sakaleris/Siegel):
 - i. Status of Public Timetable Book
 - ii. Cultural institutions outreach / Promotion of Muni service to Cultural Events
 - iii. Consolidation of Passenger Brochures, Flyers, Newsletters, and Notices
 - d. All: Discussion of CAC effectiveness, relationships with staff, and Ways and Means to improve
6. Review meeting schedule and agenda items (DISCUSSION/ACTION ITEM)
 - a. Next regular meeting: Mon 17 Jun 2002, 5:30PM, 401 Van Ness Ave, Room 335
 - b. Items pending: 2002-03 Work Plans, Data Collection Plan, Trolley Coach Service Expansion Plan, MTA/Muni web site, Graphics and Design Guidelines, Marketing review, Quarterly Reviews, Priorities for Service Additions and/or Cuts (including Late Night/Owl service and Short-term service change proposals), Special Event Service Planning, Fare Policies
7. Public Comment
8. Adjournment (intended time: not later than 7:15PM)

10.37
1/17/02
.2

**Municipal Transportation Agency
Citizens' Advisory Council
Service Design & Marketing Committee (SDMC)
City & County of San Francisco**

Notice of Meeting and Agenda

June 17, 2002 @ 5:45 PM
401 Van Ness Avenue, Room 334
San Francisco, CA

Members:

David Pilpel (Chair), Nia Crowder, Ellen Hays, Norman Rolfe, Dorris Vincent

The MTA CAC may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Avenue, Suite 334
San Francisco, CA 94102-4524
(415) 554-6873 Voice (415) 554-4103 Fax

NOTE: Members of the Citizens' Advisory Council who are not members of this Committee may attend this Committee meeting. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action. The full Council must ratify all Committee action.

DOCUMENTS DEPT.

JUN 12 2002

SAN FRANCISCO
PUBLIC LIBRARY

Disability Access

This meeting will be held in Room 334 (Conference Room) at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' Building). From the first floor lobby, take either elevator to the 3rd floor, make a right, and enter through Room 308.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni bus line nearest the meeting location is the 47 Van Ness. The closest MUNI Metro stop is the Van Ness Muni Station, where one can transfer to a 47 Van Ness bus. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Vincent Dunlap at least 72 hours in advance of need at (415) 554-6873.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City to accommodate these individuals.

Use of Cell Phones, Pagers, and Similar Sound-Producing Electronic Devices

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the Chair may order the removal from the meeting room of any person(s) responsible for the ringing or use of a cell phone, pager, or other similar sound-producing electronic devices.

Know Your Rights Under the Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the peoples' business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the peoples' review.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Avenue, Room 334, during regular business hours. Notices and agendas are posted on Muni's website at <http://www.sfmuni.com/cac>.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 409, San Francisco, CA 94102-4683; by phone (415) 554-7724; by fax (415) 554-7854 or by email at Donna_Hall@ci.sf.ca.us.

Citizens interested in obtaining a free copy of the Sunshine Ordinance can request a copy from Ms. Hall or by printing Chapter 67 of the San Francisco Administrative Code on the Internet at <http://www.ci.sf.ca.us/bdsupvrs/sunshine.htm>.

Lobbyist Ordinance

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Campaign and Governmental Conduct Code, Section 2.100, to register and report lobbying activity. For more information about the Lobbyist Ordinance, contact the Ethics Commission at 30 Van Ness Avenue, Suite 3900, San Francisco, CA 94102, telephone (415) 581-2300, fax (415) 581-2317, or visit their website at <http://www.ci.sf.ca.us/ethics/>.

**Municipal Transportation Agency
Citizens' Advisory Council
Service Design and Marketing Committee (SDMC)
City & County of San Francisco**

Monday, June 17, 2002 at 5:45pm
401 Van Ness Avenue, Room 334
San Francisco, CA

AGENDA

- | | |
|--|------|
| 1. Call to Order/Roll Call | 5:45 |
| 2. Public Comment | 5:50 |
| 3. Status of Minutes from Previous Committee Meetings (DISCUSSION/ACTION ITEM) | 5:55 |
| 4. Report of the Chair (including follow-up on action items from the last meeting) | 5:50 |
| 5. Staff Presentations and major agenda items (ACTION ITEMS) | |
| a. Capital Planning (Duncan Watry, Special Assistant, Capital Planning) | 5:55 |
| (1) Trolley Coach Service Expansion Plan | |
| (2) Ongoing: Distribution / discussion of any new Capital Planning materials and issues | |
| b. Service Planning (Peter Straus, Director of Planning Service): | |
| (1) 80X/81X/82X Caltrain Expresses | |
| (2) Ridership Demographics Study – request from Tom Wetzel, MTA CAC member | |
| (3) Follow-up: 78 Bayview Special, New Transfer Policy Approval Process and Implementation, Status of South of Market and Potrero Hill service changes | |
| (4) Ongoing: Distribution / discussion of any new Service Planning materials and issues | |
| c. Schedules (Pacífico Paculba, General Superintendent, Schedules): | |
| (1) Status of Proposed New Scheduling System (Earle Kirkland, Project Manager) | |
| (2) Schedule changes pending for future signups | |
| (3) Fiscal Year (FY) 2002-03 Budget, Service Adjustments, and Potrero Run cuts | |
| (4) Maximum Equipment Demand and Recapitulation of Schedules for FY2001-02 signups | |
| (5) Ongoing: Distribution / discussion of any new Schedules materials and issues | |
| d. Community & Public Relations (Maggie Lynch, Kathleen Sakelaris Alan Siegal; Community and Media Relations): | |
| (1) MTA/Muni web site | |
| (2) Public Outreach staff – request from MTA CAC member Dan Weaver | |

- (3) Follow-up: Status of Public Timetable Book; Cultural institutions outreach / Promotion of Muni service to Cultural Events; Consolidation of Passenger Brochures, Flyers, Newsletters, and Notices
- (4) Ongoing: Distribution / discussion of any new Community & Public Relations materials and issues

e. All: Discussion of CAC effectiveness, relationships with staff, and Ways and Means to improve

6. Review meeting schedule and agenda items (DISCUSSION/ACTION ITEM)

- a. Next regular meeting: Monday 15 July 2002, 5:30 PM, 401 Van Ness Ave, Room 335
- b. Items pending: Applications Integration Presentation (Debbie Denison and Kylie Grenier), 2002-03 Work Plans, Data Collection Plan, Graphics and Design Guidelines, Marketing review, Metro Signage, Quarterly Reviews, Priorities for Service Additions and/or Cuts (including Late Night / Owl and Short-term service change proposals), Special Event Service Planning, Fare Policies

7. Public Comment

8. Adjournment

7:45

0.37
Municipal Transportation Agency Citizens' Advisory Council
City & County of San Francisco

Service Design & Marketing Committee / Committee of the Whole

7/02
Revised Notice of Rescheduled Regular Meeting and Agenda

Monday 17 June 2002 6:15 PM
401 Van Ness Ave 335
San Francisco CA

Committee Members:

David Pilpel, Chair
Nia Crowder
Ellen Hayes
Norman Rolfe
Dorris Vincent

DOCUMENTS DEPT.

JUN 14 2002

SAN FRANCISCO
PUBLIC LIBRARY

Council Members not members of this Committee:

Sue Cauthen, Art Cimento, Joan Downey,
Daniel Murphy, Bruce Oka, Linton Stables,
Dan Weaver, Tom Wetzel, 2 vacancies

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action; all Committee action must be ratified by the full Council.

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

Voice (415) 554-6873 Fax (415) 554-4103

Notices and agendas are posted on Muni's web site at www.sfmuni.com/rider/cacindx.htm.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni lines nearest the meeting location are the 47 Van Ness. The closest Muni Metro stop is Van Ness station, where one can transfer to a 47. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Vincent Dunlap at least 72 hours in advance of need by phone at (415) 554-6873.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City accommodate these individuals.

Use of Cell Phones, Pagers, and Similar Sound-Producing Electronic Devices

The ringing and use of cell phones, pagers, and similar sound-producing electronic devices are prohibited at and during this meeting. The presiding officer may order the removal from the meeting room of any person(s) responsible for the ringing or use of a cell phone, pager, or other similar sound-producing electronic devices.

Know Your Rights Under The Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at (415) 554-7724; by fax at (415) 554-5163; or by email at donna_hall@sfgov.org.

Persons interested in obtaining a free copy of the Sunshine Ordinance may contact Ms. Hall or may view and print it from the web site www.sfgov.org/bdsupvrs/sunshine/ordinance.htm.

Lobbyist Registration and Reporting Requirements

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [San Francisco Campaign and Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Ave Ste 3900, San Francisco CA 94102; telephone (415) 581-2300; fax (415) 581-2317; web site www.sfgov.org/ethics/.

MTA CAC SD&MC – FINAL Agenda – 17 June 2002

1. Call to Order/Roll Call
2. Public Comment
3. Status of Minutes from Previous Committee Meetings (DISCUSSION/ACTION ITEM)
4. Report of the Chair (including follow-up on action items from the last meeting)
5. Staff Presentations and major agenda items (ACTION ITEMS)
 - a. Capital Planning (Watry)
 - i. Trolley Coach Service Expansion Plan
 - ii. Ongoing: Distribution / discussion of any new Capital Planning materials and issues
 - b. Service Planning (Straus):
 - i. 80X/81X/82X Caltrain Expresses
 - ii. Ridership Demographics Study – request from MTA CAC member Tom Wetzel
 - iii. Follow-up: 78 Bayview Special, New Transfer Policy Approval Process and Implementation, Status of South of Market and Potrero Hill service changes
 - iv. Ongoing: Distribution / discussion of any new Service Planning materials and issues
 - c. Schedules (Paculba):
 - i. Status of Proposed New Scheduling System (Earle Kirkland, Project Manager)
 - ii. Schedule changes pending for future signups
 - iii. Fiscal Year (FY) 2002-03 Budget, Service Adjustments, and Potrero Run cuts
 - iv. Maximum Equipment Demand and Recapitulation of Schedules for FY2001-02 signups
 - v. Ongoing: Distribution / discussion of any new Schedules materials and issues
 - d. Community & Public Relations (Lynch/Sakalaris/Siegel):
 - i. MTA/Muni web site
 - ii. Public Outreach staff – request from MTA CAC member Dan Weaver
 - iii. Follow-up: Status of Public Timetable Book; Cultural institutions outreach / Promotion of Muni service to Cultural Events; Consolidation of Passenger Brochures, Flyers, Newsletters, and Notices
 - iv. Ongoing: Distribution / discussion of any new Community & Public Relations materials and issues
 - e. All: Discussion of CAC effectiveness, relationships with staff, and Ways and Means to improve
6. Review meeting schedule and agenda items (DISCUSSION/ACTION ITEM)
 - a. Next regular meeting: Monday 15 July 2002, 5:30 PM, 401 Van Ness Ave, Room 335
 - b. Items pending: Applications Integration Presentation (Debbie Denison and Kylie Grenier), 2002-03 Work Plans, Data Collection Plan, Graphics and Design Guidelines, Marketing review, Metro Signage, Quarterly Reviews, Priorities for Service Additions and/or Cuts (including Late Night / Owl and Short-term service change proposals), Special Event Service Planning, Fare Policies
7. Public Comment
8. Adjournment (intended time: not later than 8:15 PM)

0.37
5/02

**Municipal Transportation Agency Citizens' Advisory Council
City & County of San Francisco**

Service Design & Marketing Committee / Committee of the Whole

Notice of Regular Meeting and Agenda

Monday 15 July 2002 ξ 5:30 PM
401 Van Ness Ave ξ Room 335
San Francisco CA

Committee Members:

David Pilpel, Chair
Nia Crowder
Norman Rolfe
Dorris Vincent

07-10-02 P05:24 RCVD

DOCUMENTS DEPT.

JUL 10 2002

Council Members not members of this Committee:

SAN FRANCISCO
PUBLIC LIBRARY

Sue Cauthen, Art Cimento, Joan Downey,
Daniel Murphy, Bruce Oka, Linton Stables,
Dan Weaver, Tom Wetzel, 2 vacancies

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action; all Committee action must be ratified by the full Council.

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

Voice (415) 554-6873 ξ Fax (415) 554-4103

Notices and agendas are posted on Muni's web site at www.sfmuni.com/rider/cacindx.htm.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni lines nearest the meeting location are the 47 Van Ness and 49 Van Ness-Mission. The closest Muni Metro stop is Van Ness station, where one can transfer to a 47 or 49. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Vincent Dunlap at least 72 hours in advance of need by phone at (415) 554-6873.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City accommodate these individuals.

Use of Cell Phones, Pagers, and Similar Sound-Producing Electronic Devices

The ringing and use of cell phones, pagers, and similar sound-producing electronic devices are prohibited at and during this meeting. The presiding officer may order the removal from the meeting room of any person(s) responsible for the ringing or use of a cell phone, pager, or other similar sound-producing electronic devices.

Know Your Rights Under The Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at (415) 554-7724; by fax at (415) 554-5163; or by email at donna_hall@sfgov.org.

Persons interested in obtaining a free copy of the Sunshine Ordinance may contact Ms. Hall or may view and print it from the web site www.sfgov.org/bdsupvrs/sunshine/ordinance.htm.

Lobbyist Registration and Reporting Requirements

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [San Francisco Campaign and Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Ave Ste 3900, San Francisco CA 94102; telephone (415) 581-2300; fax (415) 581-2317; web site www.sfgov.org/ethics/.

MTA CAC SD&MC – FINAL Agenda – 15 July 2002

1. Call to Order/Roll Call
2. Public Comment
3. Status of Minutes from Previous Committee Meetings (DISCUSSION/ACTION ITEM)
4. Report of the Chair (including follow-up on action items from the last meeting)
5. Staff Presentations and major agenda items (ACTION ITEMS)
 - a. Capital Planning (Cisneros/Watry)
 - i. Overview of Capital Planning and Relationship between various Planning efforts
 - ii. Review of Bayview Hunters Point Community Advocates, et al. vs. Metropolitan Transportation Commission, et al., U.S. DISTRICT court No. C-01-0750 TEH, filed on February 21, 2001
 - iii. Trolley Coach Service Expansion Plan
6. Committee Discussion and routine agenda items (ACTION ITEMS)
 - a. Capital Planning (Cisneros/Watry)
 - i. Ongoing: Distribution / discussion of any new Capital Planning materials and issues
 - b. Service Planning (Straus):
 - i. Follow-up: New Transfer Policy Approval Process and Implementation, 80X/81X/82X Caltrain Expresses
 - ii. Ongoing: Distribution / discussion of any new Service Planning Materials and issues
 - c. Schedules (Paculba):
 - i. Schedule changes pending for future signups
 - ii. Fiscal Year (FY) 2002-03 Budget, Service Adjustments, and Potrero Run cuts
 - iii. Maximum Equipment Demand and Recapitulation of Schedules for FY2001-02 signups
 - iv. Ongoing: Status of Proposed New Scheduling System (Earle Kirkland, Project Manager), Distribution / discussion of any new Schedules materials and issues
 - d. Community & Public Relations (Lynch/Sakaleris/Siegel):
 - i. Public Outreach staff-request for MTA CAC member Dan Weaver
 - ii. Follow-up: Status of Public Timetable Book; Cultural institution outreach / Promotion of Muni service to Cultural Events; Consolidation of Passenger Brochures, Flyers, Newsletters, and Notices
 - iii. Ongoing: Distribution / discussion of any new Community & Public Relations materials and issues
 - e. All: Discussion of CAC effectiveness, relationships with staff, and Ways and Means to improve
7. Review meeting schedule and agenda items (DISCUSSION/ACTION ITEM)
 - a. Next regular meeting: Monday 19 August 2002, 5:30PM, 401 Van Ness Ave, Room 335
 - b. Items pending: Applications Integration Presentation (Debbie Denison and Kylie Grenier), 2002-03 Work Plans, Data Collection Plan, Graphics and Design Guidelines, Marketing review, Metro Signage, Quarterly Reviews, Priorities for Service Additions and/or Cuts (including Late Night / Owl and Short-term service change proposals), Special Event Service Planning, Fare Policies
8. Public Comment
9. Adjournment (intended time: not later than 7:30 PM)

**Municipal Transportation Agency Citizens' Advisory Council
City & County of San Francisco**

37 Service Design & Marketing Committee / Committee of the Whole

2 Notice of Regular Meeting and Agenda

Monday 19th August 2002 • 5:30 PM
401 Van Ness Ave • Room 335
San Francisco CA

Committee Members:

David Pilpel, Chair
Nia Crowder
Ellen Hayes
Norman Rolfe
Dorris Vincent

DOCUMENTS DEPT.

AUG 16 2002

SAN FRANCISCO
PUBLIC LIBRARY

Council Members not members of this Committee:

Sue Cauthen, Art Cimento, Joan Downey,
Daniel Murphy, Bruce Oka, Linton Stables,
Dan Weaver, Tom Wetzels, 2 vacancies

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action; all Committee action must be ratified by the full Council.

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

Voice (415) 554-6873 • Fax (415) 554-4103

Notices and agendas are posted on Muni's web site at www.sfmuni.com/rider/cacindx.htm.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. The only accessible Muni line nearest the meeting location is the 47 Van Ness. The closest Muni Metro stop is Van Ness station, where one can transfer to a 47. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Vincent Dunlap at least 72 hours in advance of need by phone at (415) 554-6873.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City accommodate these individuals.

Use of Cell Phones, Pagers, and Similar Sound-Producing Electronic Devices

The ringing and use of cell phones, pagers, and similar sound-producing electronic devices are prohibited at and during this meeting. The presiding officer may order the removal from the meeting room of any person(s) responsible for the ringing or use of a cell phone, pager, or other similar sound-producing electronic devices.

Know Your Rights Under The Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at (415) 554-7724; by fax at (415) 554-5163; or by email at donna_hall@sfgov.org.

Persons interested in obtaining a free copy of the Sunshine Ordinance may contact Ms. Hall or may view and print it from the web site www.sfgov.org/bdsupvrs/sunshine/ordinance.htm.

Lobbyist Registration and Reporting Requirements

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [San Francisco Campaign and Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Ave Ste 3900, San Francisco CA 94102; telephone (415) 581-2300; fax (415) 581-2317; web site www.sfgov.org/ethics/.

MTA CAC SD&MC – FINAL Agenda – 19 August 2002

1. Call to Order/Roll Call
2. Public Comment
3. Approval of Minutes – 15 Jul 2002 (ACTION ITEM)
 - a. Status of Minutes from Previous Committee Meetings (Dunlap) (DISCUSSION/ACTION ITEM)
4. Report of the Chair (Pilpel) (including follow-up on action items from the last meeting) (ACTION ITEM)
 - a. Discussion of CAC effectiveness, relationships with staff, and Ways and Means to improve
5. Staff Presentations and major agenda items (DISCUSSION/ACTION ITEMS)
 - a. Muni Marketing (Caposino)
 - i. Status Report on Marketing activities
 - ii. Graphics and Design Guidelines
 - iii. Metro Signage
 - iv. Ongoing: Distribution / discussion of any new materials and issues
6. Committee Discussion and routine agenda items (ACTION ITEMS)
 - a. Muni Communications & Community Affairs (Sakelaris/Siegel):
 - i. Detail level on Muni Map – request from MTA CAC member Norman Rolfe
 - ii. Follow-up: Cultural institutions outreach / Promotion of Muni service to Cultural Events; Consolidation of Passenger Brochures, Flyers, Newsletters, and Notices
 - iii. Ongoing: Public Timetable Book status; Distribution / discussion of any new materials and issues
 - b. Muni Capital Planning (Watry)
 - i. Follow-up: Trolley Coach Service Expansion Plan schedule
 - ii. Ongoing: Distribution / discussion of any new materials and issues
 - c. Muni Service Planning (Straus):
 - i. Planning issues: service from Ocean Ave to Alemany Albertsons, 71 Haight-Noriega reroute to Chinatown, Bayview meeting 22 July 2002, 30X Marina Express stop at Van Ness and Union
 - ii. Process issues: Outreach mailing lists, staffing needs, internal staff committees
 - iii. Implementation issues: New Transfer Policy, 80X/81X/82X Caltrain Expresses service reduction, 56 Rutland reroute
 - iv. Ongoing: Distribution / discussion of any new materials and issues
 - d. Muni Schedules (Paculba):
 - i. Schedule changes pending for future signups
 - ii. Fiscal Year (FY) 2002-03 Budget, Service Adjustments, and Potrero Run cuts
 - iii. Maximum Equipment Demand and Recapitulation of Schedules for FY2001-02 signups
 - iv. Ongoing: Status of Proposed New Scheduling System (Earle Kirkland, Project Manager), Distribution / discussion of any new materials and issues
7. Review meeting schedule and agenda items (DISCUSSION/ACTION ITEM)
 - a. Next regular meeting: Monday 16 September 2002, 5:30 PM, 401 Van Ness Ave, Room 335
 - i. Motion to reschedule the meeting to another date
 - b. Items pending: Applications Integration Presentation (Debbie Denison and Kylie Grenier), 2002-03 Work Plans, Data Collection Plan, Quarterly Reviews, Priorities for Service Additions and/or Cuts (including Late Night / Owl and Short-term service change proposals), Special Event Service Planning, Fare Policies
8. Public Comment
9. Adjournment (intended time: not later than 7:30 PM)

37
02
121

**Municipal Transportation Agency Citizens' Advisory Council
City & County of San Francisco**

Service Design & Marketing Committee / Committee of the Whole

Notice of **Cancellation and Rescheduling of** Regular Meeting

Monday 16 September 2002 • 5:30 PM
401 Van Ness Ave • Room 335
San Francisco CA

Committee Members:

David Pilpel, Chair
Nia Crowder
Ellen Hayes
Norman Rolfe
Dorris Vincent

DOCUMENTS DEPT

SEP 13 2002

SAN FRANCISCO
PUBLIC LIBRARY

Council Members not members of this Committee:

Sue Cauthen, Art Cimento, Joan Downey,
Daniel Murphy, Bruce Oka, Linton Stables,
Dan Weaver, Tom Wetzel, 2 vacancies

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action; all Committee action must be ratified by the full Council.

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

Voice (415) 554-6873 • Fax (415) 554-4103

Notices and agendas are posted on Muni's web site at www.sfmuni.com/rider/cacindx.htm.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Notice of Cancellation and Rescheduling of Regular Meeting

Please note that the Committee will **NOT** hold a regular meeting on Monday 16 September 2002 due to Yom Kippur and instead will hold a rescheduled regular meeting on Thursday 26 September 2002 at 5:30PM. The agenda for that meeting will be posted and distributed in advance.

Please contact Vincent Dunlap at (415) 554-6873 if you have any questions.

Know Your Rights Under The Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at (415) 554-7724; by fax at (415) 554-5163; or by email at donna_hall@sfgov.org.

Persons interested in obtaining a free copy of the Sunshine Ordinance may contact Ms. Hall or may view and print it from the web site www.sfgov.org/bdsupvrs/sunshine/ordinance.htm.

Lobbyist Registration and Reporting Requirements

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [San Francisco Campaign and Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Ave Ste 3900, San Francisco CA 94102; telephone (415) 581-2300; fax (415) 581-2317; web site www.sfgov.org/ethics/.

**Municipal Transportation Agency Citizens' Advisory Council
City & County of San Francisco**

Service Design & Marketing Committee / Committee of the Whole

Notice of **Cancellation of Rescheduled** Regular Meeting

Thursday, 26 September 2002 • 5:30 PM
401 Van Ness Ave • Room 335
San Francisco CA

Committee Members:

David Pilpel, Chair
Nia Crowder
Ellen Hayes
Norman Rolfe
Dorris Vincent

DOCUMENTS DEF

SEP 25 2002

SAN FRANCISCO
PUBLIC LIBRARY

Council Members not members of this Committee:

Sue Cauthen, Art Cimento, Joan Downey,
Daniel Murphy, Bruce Oka, Linton Stables,
Dan Weaver, Tom Wetzel, 2 vacancies

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action; all Committee action must be ratified by the full Council.

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

Voice (415) 554-6873 • Fax (415) 554-4103

Notices and agendas are posted on Muni's web site at www.sfmuni.com/rider/cacindx.htm.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Notice of Cancellation of Rescheduled Regular Meeting

Please note that the Committee will **NOT** hold it's meeting which was rescheduled for Thursday 26 September 2002 at 5:30PM. No agenda for this meeting was posted and distributed in advance.

Please contact Vincent Dunlap at (415) 554-6873 if you have any questions.

Know Your Rights Under The Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at (415) 554-7724; by fax at (415) 554-5163; or by email at donna_hall@sfgov.org.

Persons interested in obtaining a free copy of the Sunshine Ordinance may contact Ms. Hall or may view and print it from the web site www.sfgov.org/bdsupvrs/sunshine/ordinance.htm.

Lobbyist Registration and Reporting Requirements

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [San Francisco Campaign and Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Ave Ste 3900, San Francisco CA 94102; telephone (415) 581-2300; fax (415) 581-2317; web site www.sfgov.org/ethics/.

**Municipal Transportation Agency Citizens' Advisory Council
City & County of San Francisco**

Service Design & Marketing Committee / Committee of the Whole

Notice of Regular Meeting and Agenda

Monday 21 October 2002 • 5:30 PM
401 Van Ness Ave • Room 335
San Francisco CA

Committee Members:

DOCUMENTS DEPT.

David Pilpel, Chair
Nia Crowder
Ellen Hayes
Norman Rolfe
Dorris Vincent

OCT 17 2002
SAN FRANCISCO
PUBLIC LIBRARY

Council Members not members of this Committee:

Sue Cauthen, Art Cimento, Joan Downey,
Daniel Murphy, Bruce Oka, Linton Stables,
Dan Weaver, Tom Wetzel, 2 vacancies

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action; all Committee action must be ratified by the full Council.

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

Voice (415) 554-6873 • Fax (415) 554-4103

Notices and agendas are posted on Muni's web site at www.sfmuni.com/cac.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. The only accessible Muni line nearest the meeting location is the 47 Van Ness. The closest Muni Metro stop is Van Ness station, where one can transfer to a 47. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Vincent Dunlap at least 72 hours in advance of need by phone at (415) 554-6873.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City accommodate these individuals.

Use of Cell Phones, Pagers, and Similar Sound-Producing Electronic Devices

The ringing and use of cell phones, pagers, and similar sound-producing electronic devices are prohibited at and during this meeting. The presiding officer may order the removal from the meeting room of any person(s) responsible for the ringing or use of a cell phone, pager, or other similar sound-producing electronic devices.

Know Your Rights Under The Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at (415) 554-7724; by fax at (415) 554-5163; or by email at donna_hall@sfgov.org.

Persons interested in obtaining a free copy of the Sunshine Ordinance may contact Ms. Hall or may view and print it from the web site www.sfgov.org/bdsupvrs/sunshine/ordinance.htm.

Lobbyist Registration and Reporting Requirements

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [San Francisco Campaign and Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Ave Ste 3900, San Francisco CA 94102; telephone (415) 581-2300; fax (415) 581-2317; web site www.sfgov.org/ethics/.

MTA CAC SD&MC – FINAL Agenda – 21 October 2002

1. Call to Order/Roll Call
2. Public Comment
3. Status of Minutes from Previous Committee Meetings (Dunlap) (DISCUSSION/ACTION ITEM)
4. Report of the Chair (Pilpel) (including follow-up on action items from the last meeting) (ACTION ITEM)
5. Committee Discussion and routine agenda items (ACTION ITEMS)
 - a. Muni Schedules (Paculba):
 - i. Schedule changes pending for future signups
 - ii. Fiscal Year (FY) 2002-03 Budget, Service Adjustments, and Potrero Run cuts
 - iii. Maximum Equipment Demand and Recapitulation of Schedules for FY2001-02 signups
 - iv. Ongoing: Status of Proposed New Scheduling System (Earle Kirkland, Project Manager), Distribution / discussion of any new materials and issues
 - b. Muni Communications & Community Affairs (Sakelaris/Siegel):
 - i. Detail level on Muni Map – request from MTA CAC member Norman Rolfe
 - ii. Follow-up: Cultural institutions outreach / Promotion of Muni service to Cultural Events; Consolidation of Passenger Brochures, Flyers, Newsletters, and Notices
 - iii. Ongoing: Public Timetable Book status; Distribution / discussion of any new materials and issues
 - c. Muni Marketing (Caposino)
 - i. Follow-up: Status Report on Marketing activities, Graphics and Design Guidelines, Metro Signage
 - ii. Ongoing: Distribution / discussion of any new materials and issues
 - d. Muni Service Planning (Straus):
 - i. Planning issues: service from Ocean Ave to Alemany Albertsons, 71 Haight-Noriega reroute to Chinatown, Bayview meeting 22 July 2002, 30X Marina Express stop at Van Ness and Union
 - ii. Process issues: Outreach mailing lists, staffing needs, internal staff committees
 - iii. Implementation issues: New Transfer Policy, 80X/81X/82X Caltrain Expresses service reduction, 56 Rutland reroute
 - iv. Ongoing: Distribution / discussion of any new materials and issues
6. Staff Presentations and major agenda items (DISCUSSION/ACTION ITEMS)
 - a. Muni Capital Planning (Watry)
 - i. Short-Range Transit Plan (SRTP) Amendment related to TCM 2
 - ii. Capital Improvement Program (CIP) Call for Projects Process and Criteria
 - iii. Follow-up: Trolley Coach Service Expansion Plan schedule
 - iv. Ongoing: Distribution / discussion of any new materials and issues
7. Review meeting schedule and agenda items (DISCUSSION/ACTION ITEM)
 - a. Next regular meeting: Monday 18 November 2002, 5:30 PM, 401 Van Ness Ave, Room 335
 - b. Items pending: Applications Integration Presentation (Debbie Denison and Kylie Grenier), Work Plans, Data Collection Plan, Quarterly Reviews, Priorities for Service Additions and/or Cuts (including Late Night / Owl and Short-term service change proposals), Special Event Service Planning, Fare Policies
8. Public Comment
9. Adjournment (intended time: not later than 7:30 PM)



**Municipal Transportation Agency
Citizens' Advisory Council
City and County of San Francisco**

Service Design and Marketing Committee (SDMC)

**FINAL MINUTES
of
Regular Meeting**

DOCUMENTS DEPT.

AUG - 5 2003

**Monday, October 21, 2002 at 5:30pm
401 Van Ness Avenue, Room 335
San Francisco, CA**

SAN FRANCISCO
PUBLIC LIBRARY

1. **Call to Order/Roll Call** (Agenda Item 1). The meeting was called to order at 5:34 p.m.

Committee Members Present: David Pilpel (Chair), Ellen Hayes, Norman Rolfe, Dorris Vincent

Committee Member(s) Absent: Nia Crowder.

Staff Present: Alan Siegel (Muni Community and Public Relations), Robert Callwell (Muni Community and Public Relations), Duncan Watry (Muni Capital Planning and Grants), Vincent Dunlap (MTA CAC Secretary)

2. **Public Comment** (Agenda Item 2). The Chair indicated that there was no public comment at this time

3. **Status of Minutes from Previous Committee Meetings** (Agenda Item 3). The Chair stated that the Committee minutes of August 19th and today's meeting (October 21st) will be available for adoption at the next Committee meeting.

4. **Report of the Chair** (Agenda Item 4). David Pilpel (Chair) indicated that the effectiveness of the Muni 78-Bayview Special route should have been included as an agenda item and will be added to the next agenda. The Chair commented on his actions in getting certain staff members to attend the Committee.

5. **Committee Discussion and Routine Agenda Items** (Agenda Item 5).

Muni Schedules (Agenda Item 5.a.). The Chair indicated that discussion of agenda items 5.a.i, 5.a.ii, 5.a.iii, and 5.a.iv were cancelled in that staff was not available. The Chair stated that Peter Straus (Muni Director of Service Planning) indicated that there is continuing discussion on the assignment of articulated trolley coaches and that this is a joint Schedules and Service Planning issue. The Chair asked Committee members for comments and concerns regarding schedules. Dorris Vincent commented that as an improvement in services it has been noted that the new timetables books were distributed on the 15-Third Street, 24-Divisadero, and 44-O'Shaughnessy routes.



Muni Communications & Community Affairs (Agenda Item 5b)

Detail Level on Muni Map (Agenda Item 5.b.i.). In response to MTA CAC Member Norman Rolfe's concern that the Muni Street and Transit Map might become a skeleton map and not indicate all the streets, Alan Siegel (Muni Community and Public Relations) stated that the Agency is very much in agreement that the same base map showing all the streets will not change.

Follow-up: Cultural Institutions Outreach/Promotion of Muni Services to Cultural Events; Consolidation of Passenger Brochures, Flyers, Newsletters and Notices (Agenda Item 5.b.ii.):

Cultural Institutions Outreach/Promotion of Muni Services to Cultural Events.

The Chair commented that the Committee has for some time suggested that cultural institutions receiving City funds should promote Muni use to their events. Mr. Siegel responded that per his conversations with Kathleen Sakelaris (Director, Muni Community and Public Relations), a draft letter has been prepared requesting as part of the application process of the Grants for the Arts/Hotel Tax Funds, institutions funded by the City include in promotional material relevant Muni routes operating to/from the venue and that recipients of these funds contact Muni Community and Public Relations to ensure that correct Muni information is included in the event announcements.

Consolidation of Passenger Brochures, Flyers, Newsletters and Notices. Mr. Siegel commented that there was nothing to report on this item. He did indicate that the next edition of the New Muni News would be dedicated to security matters, emphasizing riders' awareness and safety regarding possible threats. **The Chair indicated that perhaps the Committee should suggest to the Council's Safety, Training and Accessibility Committee (STAC) that the STAC should discuss Muni security at a future meeting.** Mr. Pilpel indicated that the Committee's concerns regarding the consolidation of passenger brochures, flyers, newsletters and notices was that there was not a coordinated effort regarding the consistency of information amongst publications and that publications information should be printed in multi-languages. Mr. Siegel commented that there are ongoing discussions addressing those concerns.

Ongoing: Public Timetable Book Status, Distribution/Discussion of Any New Materials and Issues (Agenda Item 5.b.iii) [Attachment]. The Chair stated that it is hoped that distribution/restocking of timetable books will continue on a routine basis until the next edition is published. **Ms. Vincent suggested that when new timetable books are distributed that the Digital Voice Announcement System (DVAS) include an announcement during the first week of the books' release notifying passengers that timetable books are available.** Mr. Pilpel suggested that when the timetable books are released the public should be further advised through press events, news releases, and other means of the books' availability.

The Chair then asked for general comments on Muni Community and Public Relations. Mr. Siegel stated that there are a number of community outreach programs regarding construction projects, specifically, at the Powell and Market Cable Car Turntable, along the

Powell Cable Car Line, and on the K-Ingleside route. Norman Rolfe asked if the crossover that has been in planning since 1984 would be installed on the Powell Cable Car line? Robert Callwell (Muni Community and Public Relations) indicated that the planned crossover is still under discussion. Mr. Siegel provided Committee members a copy of the construction brochure concerning the K-Ingleside Rerail Project. **Ellen Hayes suggested that the K-Ingleside Project brochure should be mailed to residents who reside in both the Ingleside and Ocean View Districts.** Mr. Siegel responded that distribution of the brochure was handled through a consultant. Muni's Construction Staff routinely talks with businesses and holds community meetings along Ocean Avenue to provide information and update residents on the status of the project. Mr. Siegel indicated that the track from Phelan Avenue to Howth Street would not be replaced at this time, but the work from Howth Street to the Interstate 280 overpass is near completion, if not completed. Mr. Rolfe inquired if the same poles would be used for the overhead wires. Mr. Siegel stated that the brochure talks to light standards and to the best of his knowledge the same poles would be used for the overhead wires. The Chair indicated that the Committee should be kept aware of communications to the public regarding construction projects, but that discussion of the projects themselves should be handled by the Council's Engineering and Maintenance Committee (EMC). The Chair expressed an understanding that construction work related to the Third Street Light Rail Project at 4th and King will occur as soon as baseball season is completed at Pacific Bell Park. Mr. Pilpel articulated his concerns that hopefully there would be public communications explaining the construction project and impact on commuters.

Muni Marketing (Agenda Item 5c). The Chair indicated that he was unable to coordinate with Marc Caposino (Muni Marketing) prior to the meeting. Mr. Pilpel stated that Committee members are still encouraged to review the mockup of the Metro signage at Van Ness Station near the outbound side stairs.

Muni Service Planning (Agenda Item 5d). The Chair indicated that Peter Straus was unable to attend today's meeting. Muni Service Planning is still looking into the Ocean Avenue to Alemany and the 71 Haight-Noriega service issues. The Chair commented that there was to be a letter to the Bayview community following-up on the Bayview meeting back in July 2002. Mr. Pilpel stated that there has been discussion about changing the terminal and/or terminal loop for the 27 Bryant at Jackson Street and Van Ness Avenue.

Implementation Issues: New Transfer Policy (Agenda Item 5.d.iii). Mr. Pilpel stated that per his observations there appears to be more operator attention to revenue control recently. The new Transfer Policy is not yet in effect; effecting the new policy depends on the printing of new transfers. He commented that Mr. Straus is coordinating with Muni Revenue regarding the printing. Operators have been instructed to more closely monitor and adjust the transfer cut line to comply with established transfer time policy of an hour and a half.

6. **Staff Presentations and Major Agenda Items** (Agenda Item 6). The Chair introduced Duncan Watry (Muni Capital Planning and Grants).

Short-Range Transit Plan (SRTP) Amendment related to TCM2 (Agenda Item 6.a.i.) [Attachment]. Mr. Watry stated that all Council members were mailed a copy of the SRTP Amendment memorandum and a copy of the Amendment to Short Range Transit Plan

FY2002-FY2021. Mr. Watry gave a brief overview regarding the lawsuit that was filed against Muni, AC Transit and the Municipal Transportation Commission (MTC) by Bayview Advocates; also known as Earthjustice. Mr. Watry stated that the lawsuit alleged that the three agencies together failed to comply with a 1982 Air Quality Plan to implement a Transportation Control Measure, TCM2, by which MTC had promised to increase transit ridership in the Bay Area by 15%. AC Transit fairly quickly settled with a consent decree. Muni negotiated for a longer period and a settlement agreement was reached, however, MTC continues to litigate. Basically, the Muni settlement specifies that Muni would agree to analyze a list of specific projects, consider which projects would produce ridership gains for Muni if implemented, prepare a cost analysis for the capital cost and funding need to implement the projects, and package the projects into an SRTP and Capital Improvement Program (CIP) amendment. The SRTP/CIP amendment would be submitted to the Municipal Transportation Agency Board (MTAB) for adoption by December 1, 2002. If adopted the SRTP/CIP amendment would be submitted to the MTC by January 1, 2003 and request funds to implement the projects. The ridership analysis and cost estimating for each of the projects has been completed. The projects have been inserted into a CIP revision under the Infrastructure Program. Muni also agreed to and performed a demographic analysis of each of the corridors in the agreement. Public written comments would be taken through November 8th; oral comments could be made at the MTAB meeting on Tuesday, November 5th, and staff would request the MTAB to adopt the amendment on December 3rd.

Mr. Rolfe questioned the implementation of the listed projects. Mr. Watry stated that the agreement was to implement all the listed projects if they were adequately funded by the MTC and there was no significant public opposition. Mr. Watry commented that lower cost projects were included from Muni's Vision Plan that adhered to Earthjustice's interest in projects that could be implemented within five (5) years. Mr. Watry explained how projects move from the Vision Plan and are developed and prioritized into the CIP. Further discussion of the Draft SRTP amendment took place in which the following comments were made:

- Mr. Rolfe asked about the impact the settlement would have on possible future light rail on Geary Boulevard or other projects. Mr. Watry explained that this amendment allows for the Geary BRT Project to be placed in the CIP. **Mr. Watry suggested that a sentence could be added to the draft amendment to the SRTP specifying, "That this is viewed as an interim step to light rail and that by doing a BRT Project is not meant to preclude a future light rail project."**
- Mr. Pilpel commented that several of the project descriptions appear to stray from the corridor as defined, i.e., TPS treatments for K-Ingleside from St. Francis Circle to the Green Terminal include discussion of accessible high-level boarding platform at West Portal and 14th Streets. Mr. Pilpel commented that the discussions of the five items under Systemwide Improvement are outside the specific projects listed in the settlement. Mr. Watry stated, "Considering the Earthjustice (Bayview Advocates) concerns there was nothing in the agreement that precluded Muni from listing other projects believed to increase ridership."
- Mr. Pilpel suggested that Figure 9 (page 32) ridership information requires clarification. **Mr. Watry suggested that another column should be added indicating "Existing Ridership" and the columns should be rearranged**

indicating "Existing Ridership", "New Ridership" and "Ridership Increase" pre project/line. Regarding Mr. Pilpel's concern about migrating ridership from one service line to the corridor, Mr. Watry explained that the consultant considered the shift in riders and considered migrating ridership in their calculations.

- **Mr. Watry indicated that an explanation commenting on "Incremental Operating Cost Difference (000s)" could be included explaining the plus/minus differences in operating cost as affected by shifts in ridership. Mr. Pilpel suggested that all the project descriptions (starting with page 15) where the project improves a particular corridor and has impact on multiple routes that this explanation should be indicated where applicable.**
- Mr. Pilpel commented comparing the discussion of the electrification projects of the 47-Van Ness, 9-San Bruno and 19-Polk on page 24 with how the information is captured in the CIP, discussion on page 30, it appears as if the electrification project is one project. Mr. Watry explained that the Route Electrification Program consist of several projects that are essentially programs within the infrastructure section of the CIP. The grouping of projects is done for the purposes of managing the list of projects and within the chapter in the SRTP each individual project is identified.

Following discussions of Figure 6, Amended CIP, Mr. Watry explained that the projects added did not have an affect on the overall priority of listed projects in that placement was considered in advance. Mr. Pilpel inquired about identified Muni funds needs for the settlement projects. Mr. Watry indicated that the entire amount of \$510,900M would not be provided in all one lump sum. He further explained, "Depending on available funding sources for expansion projects these projects will be effected incrementally as are the majority of Muni project." In response to Mr. Pilpel's inquired concerning the addition of expansionist programs and the impact on deferred maintenance and replacement programs, Mr. Watry commented that most of the funding sources available are for replacement and rehabilitation and the MTC Capital Priorities Process is not available for expansion projects. He added expansion projects are funded as appropriate funds are identified.

Mr. Pilpel suggested that the construction, the capital and operating portions for each of the project descriptions throughout the amendment be more clearly identified.

Mr. Pilpel suggested that on Page 10 and 11 when discussing Operating Cost and the National Transit Database (NTD) numbers that the most recent NTD figures be included.

Capital Improvement Program (CIP) Call for Projects Process and Criteria (Agenda Item 6.a.ii.) [Attachment]. Mr. Watry explained that Muni is approaching the period for the regular every two years update to the CIP. The first internal Call for Projects was done in the year 2000 in which different divisions within Muni were asked to review their needs and submit new projects into the process. Mr. Watry explained how new projects are submitted and considered for included into the CIP. He commented the Call for Projects is a four-step prioritizing process that includes scoring and ranking, program identification in priority order (i.e., Fleet, Infrastructure, Facilities and Equipment), criteria definitions applied to each

project (i.e., mandated, addresses safety and accessibility needs, regular replacement, etc.), timing and anticipated availability of funds based on estimates from funding agencies. An internal review by the Capital Projects Working Committee (CPWC) follows with first a preliminary internal draft and then a public draft is released in late June/early July 2003. Mr. Watry indicated that the final draft should be presented to the MTAB in August 2003 for adoption. Committee members were provided a copy of the Capital Planning & Grants (CP&G) memorandum of May 14, 2002. Mr. Watry stated that, "Any projects coming from the MTA CAC should be submitted as an accord of the Council and not from individual Council members."

Following a discussion concerning the Capital Project Criteria Definitions, Mr. Pilpel indicated that a criterion should be identified for projects that reduce or have no particular impact on the operating budget and should have a higher priority in the priority of criteria definitions. Mr. Watry explained that Muni attempted to have its Capital Project Criteria mirror the MTC's criteria which is used for the regional capital priorities so that Muni projects align somewhat in the same orders as MTC priority considerations. Mr. Pilpel recommended the following motion as amended by Mr. Rolfe:

Motion: The MTA CAC RECOMMENDS THAT IN PRIORITIZING PROJECTS IN THE MUNI CAPITAL IMPROVEMENTS PROGRAM, "REDUCES OPERATING COST" BE ADDED AS A CRITERION.

The motion unanimously passed.

The Chair indicated the Committee would reviewed the Call for Capital Projects memorandum in more detail and determines if the item should be included on the Committee's November agenda. Mr. Watry indicated that an MTA CAC submission of new projects has to be developed and received by November 15th. **The Chair indicated that he would add to the SDMC agenda item of future topics the review of the draft SRTP for May 2003.**

Follow-up: Trolley Coach Service Expansion Plan Schedule (Agenda Item 6.a.iii). The Chair indicated that an implementation schedule for the Trolley Coach Service Plan Schedule was requested of staff. Mr. Watry explained that the plan is a staff level plan that does not require MTAB adoption, however, Muni will make a presentation to the MTAB either through Michael Burn's Director's Report or through a separate staff presentation. Mr. Watry indicated that the MTA CAC received a copy of the draft plan for comments and Capital Planning and Grants staff is analyzing the draft and comments.

Ongoing: Distribution/Discussion of Any New Materials and Issues (Agenda Item 6.a.iv). Mr. Watry indicated that a list could be provided regarding the Bridge Toll Projects. The Chair referred the discussion to the Committee's November meeting.

7. Review Meeting Schedule and Agenda Items (Agenda Item 7). The Chair indicated that the next regular meeting is Monday, November 18, 2002. The Chair indicated that Security was being referred to Safety and Training; Construction Outreach to Engineering and Maintenance; the 78-Bayview Special Review, the Third Dollar Bridge Toll List, the Prop E reauthorization are referred to the next SDMC meeting.

8. **Public Comment** (Agenda Item 8). No public comment was provided.
9. **Adjournment** (Agenda Item 9). The meeting adjourned at 7:32pm.

Attachments:

- Agenda Item 5.b.iii - K Line Project Finds Success
- Agenda Item 6.a.i. - Michael T. Burns, General Manager memo of October 24, 2000
(Subject: Short Range Transit Plan Update)
- Amendment to Short Range Transit Plan FY2002-FY2002 (Draft for Public Review of October 10, 2002)
- Agenda Item 6.a.ii - Capital Planning & Grants (CP&G) memo of May 14, 2002)
(Subject: Call for Capital Projects)

0.37
10/02

Municipal Transportation Agency Citizens' Advisory Council City & County of San Francisco

Service Design & Marketing Committee / Committee of the Whole

Notice of Regular Meeting and Agenda

Monday 18 November 2002 • 5:30 PM
401 Van Ness Ave • Room 335
San Francisco CA

Committee Members:

David Pilpel, Chair
Nia Crowder
Ellen Hayes
Norman Rolfe
Dorris Vincent

DOCUMENTS DEPT

NOV 18 2002

SAN FRANCISCO
PUBLIC LIBRARY

Council Members not members of this Committee:

Sue Cauthen, Art Cimento, Joan Downey,
Daniel Murphy, Bruce Oka, Linton Stables,
Dan Weaver, Tom Wetzel, 2 vacancies

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action; all Committee action must be ratified by the full Council.

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

Voice (415) 554-6873 • Fax (415) 554-4103

Notices and agendas are posted on Muni's web site at www.sfmuni.com/rider/cacindx.htm.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF CHEMISTRY

LABORATORY OF ORGANIC CHEMISTRY

1955

1955

1955

1955

1955

1955

1955

1955

1955

1955

1955

1955

1955

1955

1955

1955

1955

1955

1955

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. The only accessible Muni line nearest the meeting location is the 47 Van Ness. The closest Muni Metro stop is Van Ness station, where one can transfer to a 47. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Vincent Dunlap at least 72 hours in advance of need by phone at (415) 554-6873.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City accommodate these individuals.

Use of Cell Phones, Pagers, and Similar Sound-Producing Electronic Devices

The ringing and use of cell phones, pagers, and similar sound-producing electronic devices are prohibited at and during this meeting. The presiding officer may order the removal from the meeting room of any person(s) responsible for the ringing or use of a cell phone, pager, or other similar sound-producing electronic devices.

Know Your Rights Under The Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at (415) 554-7724; by fax at (415) 554-5163; or by email at donna_hall@sfgov.org.

Persons interested in obtaining a free copy of the Sunshine Ordinance may contact Ms. Hall or may view and print it from the web site www.sfgov.org/bdsupvrs/sunshine/ordinance.htm.

Lobbyist Registration and Reporting Requirements

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [San Francisco Campaign and Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Ave Ste 3900, San Francisco CA 94102; telephone (415) 581-2300; fax (415) 581-2317; web site www.sfgov.org/ethics/.

MTA CAC SD&MC – FINAL Agenda – 18 November 2002

1. Call to Order/Roll Call
2. Public Comment
3. Approval of Minutes – 21 October 2002 (DISCUSSION/ACTION ITEM)
4. Report of the Chair (Pilpel) (including follow-up on action items from the last meeting) (ACTION ITEM)
5. Staff Presentations and major agenda items (DISCUSSION/ACTION ITEMS)
 - a. Applications Integration Presentation (Debbie Denison and Kylie Grenier)
 - b. Muni Capital Planning (Watry)
 - i. Bridge Toll Advisory Committee: Presentation on Muni's list of Projects Proposed for Funding [Attachment]
 - ii. Follow-up: Short-Range Transit Plan (SRTP) Amendment related to TCM 2, Capital Improvement Program (CIP) Call for Projects Process and Criteria, Trolley Coach Service Expansion Plan
 - iii. Ongoing: Distribution / discussion of any new materials and issues
6. Committee Discussion and routine agenda items (ACTION ITEMS)
 - a. Muni Service Planning (Straus):
 - i. Planning: Review of 78 Bayview Special, 15 Third and 49 Van Ness/Mission terminal at City College (Phelan Loop), service from Ocean Ave to Alemany Albertsons, 71 Haight-Noriega reroute to Chinatown, Bayview meeting 22 July 2002, 30X Marina Express stop at Van Ness and Union
 - ii. Implementation issues: New Transfer Policy, 80X/81X/82X Caltrain Expresses service reduction
 - iii. Ongoing: Distribution / discussion of any new materials and issues
 - b. Muni Schedules (Paculba):
 - i. Schedule changes pending for future signups
 - ii. Fiscal Year (FY) 2002-03 Budget, Service Adjustments, and Potrero Run cuts
 - iii. Maximum Equipment Demand and Recapitulation of Schedules for FY2001-02 signups
 - iv. Ongoing: Status of Proposed New Scheduling System (Earle Kirkland, Project Manager), Distribution / discussion of any new materials and issues
 - c. Muni Communications & Community Affairs (Sakelaris/Siegel):
 - i. Follow-up: Cultural institutions outreach / Promotion of Muni service to Cultural Events; Consolidation of Passenger Brochures, Flyers, Newsletters, and Notices
 - ii. Ongoing: Public Timetable Book status; Distribution / discussion of any new materials and issues
 - d. Muni Marketing (Caposino)
 - i. Follow-up: Status Report on Marketing activities, Graphics and Design Guidelines, Metro Signage
 - ii. Ongoing: Distribution / discussion of any new materials and issues
7. Review meeting schedule and agenda items (DISCUSSION/ACTION ITEM)
 - a. Next regular meeting: Monday 16 December 2002, 5:30 PM, 401 Van Ness Ave, Room 335
 - b. Items pending: Work Plans, Data Collection Plan, Quarterly Reviews, Priorities for Service Additions and/or Cuts (including Late Night / Owl and Short-term service change proposals), Special Event Service Planning, Fare Policies
8. Public Comment
9. Adjournment (intended time: not later than 7:30 PM)

Attachment:

Agenda Item 5.b.i. - Bridge Toll Advisory Committee Final Submittal

Published by the American Medical Association, 535 North Dearborn Street, Chicago, Ill.

Subscription price, Five Dollars per Annum in Advance. Single Copies, Fifteen Cents. Entered as Second-Class Matter, October 3, 1917. Postpaid. Accepted for mailing at special rate of postage provided for in Act of October 3, 1917. Authorization to mail at special rate of postage provided for in Act of October 3, 1917. Postpaid.

Copyright, 1919, by American Medical Association. All rights reserved. Printed at the Chicago Press, Chicago, Ill.

CONTENTS
Original Articles
The Medical Profession and the Public
The Medical Profession and the Public
The Medical Profession and the Public

Editorial
The Medical Profession and the Public
The Medical Profession and the Public
The Medical Profession and the Public

Department of Medicine
The Medical Profession and the Public
The Medical Profession and the Public
The Medical Profession and the Public

Department of Surgery
The Medical Profession and the Public
The Medical Profession and the Public
The Medical Profession and the Public

Department of Obstetrics and Gynecology
The Medical Profession and the Public
The Medical Profession and the Public
The Medical Profession and the Public

Department of Pediatrics
The Medical Profession and the Public
The Medical Profession and the Public
The Medical Profession and the Public

Department of Dermatology and Syphilology
The Medical Profession and the Public
The Medical Profession and the Public
The Medical Profession and the Public

Department of Ophthalmology and Otorhinolaryngology
The Medical Profession and the Public
The Medical Profession and the Public
The Medical Profession and the Public

Department of Radiology
The Medical Profession and the Public
The Medical Profession and the Public
The Medical Profession and the Public

Department of Pathology
The Medical Profession and the Public
The Medical Profession and the Public
The Medical Profession and the Public

Department of Bacteriology and Immunology
The Medical Profession and the Public
The Medical Profession and the Public
The Medical Profession and the Public

Department of Pharmacology and Therapeutics
The Medical Profession and the Public
The Medical Profession and the Public
The Medical Profession and the Public



**Municipal Transportation Agency
Citizens' Advisory Council
City and County of San Francisco**

Service Design and Marketing Committee (SDMC)

**FINAL MINUTES
of
Regular Meeting**

DOCUMENTS DEPT.

AUG - 5 2003

SAN FRANCISCO
PUBLIC LIBRARY

**Monday, November 18, 2002 at 5:30pm
401 Van Ness Avenue, Room 335
San Francisco, CA**

1. **Call to Order/Roll Call** (Agenda Item 1). The meeting was called to order at 5:35 p.m.

Committee Members Present: David Pilpel (Chair), Nia Crowder, Ellen Hayes, Norman Rolfe, Dorris Vincent

Council Members Present: Bruce Oka.

Muni Staff Present: Deborah Denison (Superintendent Performance Monitoring and Analysis (Operations)), Peter Straus (Director of Service Planning), Alan Siegel (Community and Public Relations), Duncan Watry (Capital Planning and Grants), Robert Callwell (Planner), Paul Czechowicz (MTA CAC Staff Liaison), Vincent Dunlap (MTA CAC Secretary)

2. **Public Comment** (Agenda Item 2). The Chair indicated that there was no public comment at this time.

3. **Approval of Minutes - 21 October 2002** (Agenda Item 3 - Discussion/Action). The Chair stated he is still reviewing the Committee minutes of October 21st and anticipate having minutes prepared for the Committee's adoption at its next meeting. Mr. Pilpel indicated that it is anticipated that the minutes from the August 19th meeting will also be available for his review prior to the next meeting.

4. **Report of the Chair** (Agenda Item 4 - Action). David Pilpel (Chair) stated that the Committee's recommendation from its October 21st meeting that "reduces operating cost" be added as a Capital Improvement Program (CIP) criterion was adopted by the Council on November 21st, and has been forwarded to the Municipal Transportation Agency (MTA) Board and (Muni) Staff for their consideration.

5. **Staff Presentations and Major Agenda Items** (Agenda Item 5 - Discussion/Action).

Applications Integration Presentation (Agenda Item 5.a.). Deborah Denison (Superintendent Performance Monitoring and Analysis (Operations)) began presentation by stating that Kylie Grenier is actually the Project Manager for the Applications Integration



Project. Ms. Denison indicated that the whole Muni organization would be impacted by the five new systems that have either been implemented or are to be implemented. Over the next three years Information Technology (IT) and Project Managers will be phasing-out the current computer systems and replacing systems with PC Windows based products. The new systems will allow employees and managers greater access to real-time information, provide instant reports capabilities for review of performance data, and implement necessary changes much quicker. Muni will have the ability to easily modify software and link any software to Geographical Information System (GIS) data. Storekeepers will be able to have parts available for mechanics, and Muni patrons will be informed in advance of next vehicle's arrival at a particular stop. Ms. Denison added that the old system is an out-of-date technology that requires programmers to effect changes through the current BMS PUC mainframe system - a very cumbersome and difficult system to integrate with other systems.

The new systems will operate on Muni servers that are owned and operated by Muni. Business Process Analysis (BPA) and business analyst who understand Muni's needs and who are very accountable to Muni management will maintain the hardware and software allowing for quicker and easier changes to the system. Comprised of standard hardware and software architecture, which will make interfacing with other products much more straightforward, the new system will be very user friendly and custom reports can be developed from all five data basis. Projects included in the new system are the Vehicle Facilities and Inventory Management Systems (VFIMS) (Project Manager, Debbie Denison), Scheduling Software and Operators Groups Dispatch (SSOD) (Project Manager, Earle Kirkland), Automatic Vehicle Locator (AVL)/Nextbus (Project Manager, John Funghi), Translink (Project Manager, Dan Rosen, and TransitSafe (Project Manager, Kylie Grenier).

Under the VFIMS, Muni intends to replace its 18-year old mainframe system. Both vehicle and infrastructure (data) will be linked to inventory (data), so for a mechanic to receive a part from the storeroom the part must be tied to an actual work order. This will allow Muni to track the cost of a repair job, which will include not only the labor cost but also the associated parts cost for each individual job. Inventories will consist of bar coding and electronic imaging linked to Muni's Financial Systems with a warranty reimbursement module built-in. Resulting from a name the software contest for the VFIMS System, twenty-three entries were received, and Shop History and Online Parts System (SHOPS) was selected. Importantly, Ms. Denison pointed out that today was a very historic day because a portion of the materials management module was successfully brought online in Muni's Green Division Storeroom. Within the next couple of weeks a portion of the materials management module will be in service in the Potrero and Presidio Divisions. It is anticipated by mid-January (2003) that all the storerooms will be using the SHOPS module for the first phase. Then the next phase will include an accurate interface between ADPIC and Famous System, as well as, Fleet Watch (Mileage and Fleet Management System). Sometime in early June (2003) the vehicle and facilities maintenance piece of the module will be brought online creating a fully integrated system.

The next systems for scheduling include an operator's dispatch, the vendor's Trapeze (a transit0specific software package) and RUCUS modules that will ease changes concerning route modifications, special events, and constructions reroutes. An automatic interface with payroll will be included which removes the accountability of operators from the old payroll system to the new interface with Trapeze. These systems will interface with the VFIMS and

TransitSafe System. The plans to interface with the Vehicle Maintenance System (VMS) will involve run number, vehicle available included in the yard and AVL interface. Basically for yard starting activities, Muni personnel will be able to know the exact location of a vehicle, its assignment and identify any maintenance defects that will be referred to the VMS SHOPS.

The project's scope of work is a phased project that will be in all operating modes, additional platforms and display signs. The first year is to incorporate the AVL in Muni Metro, 22-Filmore, Cable Cares, and onto historic trolleys; the second year will include more trolley expansion with passenger displays signs, and kiosks; the third year the Diesel Fleet; and the fourth and fifth years operations maintenance and warranty.

In regard to Translink (a regional smart card payment system), phase-one, a six-month demonstration, was completed on the N-Line. Ms. Denison expressed the opinion that there are still some decisions points, which include BART's participation as to how TRANSLINK will move forward. She pointed out that there is a future application of seeing electronic fast passes for parking meters and transfers as well.

Commenting on the TransitSafe System which is a web-based system that replaces the old accident reporting system with an expanded functionality for safety and security; Ms. Denison stated that the Transit Safe System has been in operation since mid-summer (2002) and in operations in all divisions since September 13th. The system tracks all safety and security incidents in one database. Operators currently enter information concerning an accident into the system, which will simplify monthly reporting obligations to NTP regarding accidents and safety incidents and to CPUC concerning service standards reporting. In the future the system will include Passenger Service Request (PSR), as well as, the Police Department's incidents at Muni.

In response to Dorris Vincent's question regarding the system having a built-in notification resulting from interrupted trolley service and shuttle service is needed on a trolley line, the Chair stated that this is a Central Control issue and he would refer her concerns to the Council's Service Reliability and Quality Committee (SRQC).

Concluding the presentation, Ms. Denison commented on the challenges and benefits of implementing a new system. The Chair indicated that the Committee should receive quarterly updates regarding the Application Integration Project.

6. The Chair then called for Agenda Item 6.a.i, specifically:

Review of 78 Bayview Special (Agenda Item 6.a.i). Peter Straus (Director of Service Planning) stated that the 78-Bayview Special was promised as a six-month trial beginning in May and ending sometime in December (2002). No decision has been made concerning the route's continued service, however it can be expected that the route will be discontinued. Alan Siegal (Community and Public Relations) stated that press releases were published in the media and community notification of the 78-Bayview Special services was done in the community. Nia Crowder commented on having read a news article from the New Bayview that commented on the lack of ridership from the community. Ms. Vincent commented on having observed at least once only three patrons using the service and expressed the opinion

the service was being wasted. Following discussion as to the content of the motion, Mr. Pilpel drafted the following recommendation indicating that the motion was formally made by Ms. Vincent and seconded by Ellen Hayes:

Motion: The MTA CAC recommends that the 78-Bayview Special service should be discontinued due to low ridership following the conclusion of the six-month trial period.

The motion unanimously passed.

Ms. Vincent indicated that she would have to be excused from the meeting at this time.

Mr. Pilpel pointed out that the Muni Corporate Identity Styleguide (attachment) is a working draft. Copies of the Styleguide were provided to all Council members. Mr. Pilpel stated that Committee members should review the Styleguide and provide comment directly to Marc Caposino (Marketing Director, Capital Planning & Legislative Affairs) by phoning (415) 934-3931.

7. The Chair then called for Agenda Item 5.b.

Muni Capital Planning (Agenda Item 5b). Calling on Duncan Watry (Capital Planning and Grants), Mr. Pilpel provided background information stating that his understanding is that the Fiscal Advisory Committee of the State Legislature is reviewing the possibility of increasing bridge tolls to three dollars (\$3.00) on all bridges that span the bay, with the exception of the Golden Gate Bridge. Mr. Pilpel stated that State Senator Don Perata/his staff is considering projects and programs that would be funded with the revenue generated from the additional dollar (\$1.00). Mr. Pilpel commented that MTC is involved in the review and possibly next year the increase could be incorporated into legislation. Ultimately, the legislation could be placed on the ballots of the nine counties in the bay area sometime in 2004. Mr. Pilpel expressed the opinion, should this legislation pass it would empower MTC to raise the bridge tolls and allocate money to specific projects and programs. Mr. Pilpel stated that apparently Muni has provided a list of projects and the Chair indicated that he wanted to receive some understanding as to what the projects are and their current status.

Bridge Toll Advisory Committee: Presentation on Muni's list of Projects Proposed for Funding (Agenda Item 5.b.i.). Mr. Watry began by stating that all the (transit) operators in the bay area with the exception of VTA in Santa Clara are participants. Mr. Watry referred the Committee members to review the Bridge Toll Advisory Committee Final Submission that list projects submitted from Muni for consideration, including both capital and annual operating expense projections, and the Bridge Toll Expenditure Plan that contains the initial recommendations from the Senate Select Committee Staff (attachments). He pointed out that there are no dollar amounts attached to the recommendations and projects listed in the Bridge Toll Expenditure Plan.

Mr. Watry stated that there are four (4) Muni projects that are moving forward - the Muni E-Line and Third Street IOS Projects under the Bay Bridge Corridor, and the Translink and Real Time Transit Information Projects under the System Wide Projects. Muni requested \$10M in capital and \$3M in annual operating funds for the Muni E-Line Project and \$30M in capital

and \$7.2M in annual operating funds for the Third Street IOS Project. There have been no indications that the recommendations include the capital and operating funds requested nor any project priority has been assigned. Mr. Watry explained that funding for Translink and Real Time Transit Information Projects will be funded through a regional fund that will be created and operators will be able to apply for funds under the two projects.

Mr. Watry commented that there have been numerous discussions regarding the CMAs particular concerns that the regional fund source would build a number of projects and the transit operators would not have money to operate. Some of the CMAs have suggested that the funding split between capital and operating funds be changed somewhat in favor of more operating dollars. It has been suggested that the capital funding be front-loaded, the operating funding be back loaded, and a drawdown of a portion of the operating funds be given to transit operators for the first few years with increases over time. He added that in Muni's determining its operating funds request, a 30-year operating cost projection was developed and Muni's requested operating funds for the four Muni projects is an average of the projected operating cost over the 30 years.

In response to Mr. Pilpel's question regarding the approximate total revenue receipts from the \$1.00 increase from the seven bridges, Mr. Watry stated that the revenue would be around \$4B for the 30-year program divided amongst the various bridges. Since the Bay Bridge is the largest bridge in the region, about half the total (\$2B) is allocated to that bridge. Muni has been deemed only eligible to apply for revenues from the Bay Bridge Corridor. The money would be bounded and moved forward, which reduces the actual amount available by about 60% of the original total.

Mr. Watry stated that the full \$95M Geary BRT Project was rejected, however, it was requested that Muni submit cost for lower-level improvements, (i.e., signal priority, bus bulb, etc). A smaller package was subsequently requested requesting funding for the Geary BRT Project, but no response has been received as to its inclusion into the Bridge Toll Expenditure Plan.

In concluding his presentation, Mr. Watry stated that the State Legislature would handle the Bridge Toll Expenditure Plan. **The Chair stated that the Committee would continue to monitor Bridge Toll Expenditure Plan and is interested in tracking the benefits of the plan to Muni.**

Ms. Crowder indicated that she would have to be excused at this time to attend another meeting.

Ellen Hayes asked in regard to the Bridge Toll Expenditure Plan, what is being planned for the waterfront development? Mr. Watry stated that the funding of the Water Transit Authority's Ferry Plan is a part of the Bridge Toll Project. The summary referred in the plan to expanding Muni service along the waterfront applies to non-San Francisco locations. He explained that many of the locations that the Water Transit Authority has proposed for their ferry docks are semi-rural locations all around the bay. Mr. Watry commented that there is a feeling amongst the group that is reviewing the plan that in order to make it cost effective to fund the ferry services there has to be smart growth or denser development around the ferry terminals at the locations away from San Francisco.

Follow-up: Short-Range Transit Plan (SRTP) Amendment related to TCM 2 (Agenda Item 5.b.ii.). Mr. Watry commented that the amendment is scheduled before the MTA Board for adoption on December 3, 2002 and will be transmitted to MTC for the assemble agreement with the plaintiffs. In response to Mr. Pilpel's question concerning any significant public comments received, Mr. Watry indicated that about five pages of comments were received, mostly from Robert Callwell (Planner), and many of the comments were in the form of opinions or suggestions at a very detailed level that cannot be responded to until Muni's begins the detailed planning.

Capital Improvement Program (CIP) Call for Projects Process and Criteria (Agenda Item 5.b.ii). Mr. Watry indicated that about 150 project submittals have been received and Staff is currently performing analysis. He commented that fully half of the submittals are under \$50,000 and are request for tools (equipment) from the maintenance forces at the divisions. The Chair indicated that sometime between now and May (2003) the Committee would be provided an update on the Capital Program.

Trolley Coach Service Expansion Plan (Agenda Item 5.b.ii). Mr. Watry stated that staff is still working on the plan. **The Chair requested that a copy of the final plan be provided to the Committee.**

Ongoing: Distribution/discussion of any new materials and issues (Agenda Item 5.b.iii). No comments were given concerning this agenda item.

15 Third and 49 Van Ness/Mission terminal at City College (Phelan Loop) (Agenda Item 6.a.i). The Chair stated that Daniel Weaver (MTA CAC member) expressed concern about the terminal's access at City College. Mr. Straus agreed with the Chair that the issue is more of a construction/capital planning issue. **Mr. Straus recommended that John Katz (Transit Planner, Construction Project Integration) should address this issue. The Chair indicated that he would discuss this matter with Mr. Weaver and possibly with Mr. Katz, and suggested that the topic be referred to the MTA CAC Safety, Training and Accessibility Committee (STAC).**

Service from Ocean Avenue to Alemany Albertsons (Agenda Item 6.a.i). Mr. Straus stated that there is no new information available concerning this matter. Mr. Straus stated that this item is on a future project list and will be addressed later.

71 Haight-Noriega Reroute to Chinatown (Agenda Item 6.a.i). Mr. Pilpel commented that this was a proposal to extend the 71 Haight-Noriega route to Chinatown on a trial basis, perhaps on the weekend during the day, so that members of the Sunset Community could more conveniently travel to and from Chinatown. Mr. Straus commented whether or not the reroute is a good idea, it is currently blocked right now by the physical configuration at Stockton and Market Streets. Mr. Straus stated that the island reconfiguration was to occur next spring (2003) and may be deferred. In response to Mr. Pilpel's query as to who has the lead on the project, Mr. Straus stated that the Department of Parking and Traffic is responsible.

Bayview meeting 22 July 2002 (Agenda Item 6.a.i). Mr. Straus provided the committee a handout summarizing comments and initial staff responses concerning the Bayview Community meeting on Muni Routes 23, 29, 44, and 55 (attachment). He stated that the summary was submitted to plaintiffs' attorney. The plaintiffs' attorney has requested another large meeting in the Bayview and Muni did not wish to participate in another large meeting. Mr. Straus commented that he does not expect any further response regarding this summary.

30X Marina Express stop at Van Ness and Union (Agenda Item 6.a.i). Mr. Pilpel commented that he had been contacted by members of the community to inquire into the possibility of having a stop for the 30X Marina Express in both directions and changing the express area from Chestnut and Van Ness.

9. The Chair then called for Agenda Item 6.a.ii as follows:

New Transfer Policy (Agenda Item 6.a.ii). Mr. Straus stated that the new Transfer Policy is in effect and new transfers will be printed. Currently, the new transfer is in a design stage and would it would be a few months before they are completed. Mr. Straus added that there are no policy issues concerning this item. The Chair commented that presumably there would be some passenger communications related to the change.

80X/81X/82X Caltrain Expresses Service Reduction (Agenda Item 6.a.ii). Mr. Straus stated that basically the reductions in service that were implemented in September have not been a major issue. Significantly, minor adjustments are being made to schedules mainly to reflect the changes in the Caltrain schedules with which the bus changes were not coordinated. Changes will go into effect with the next sign-up, November 25th.

Ongoing: Distribution/discussion of any new materials and issues (Agenda Item 6.a.iii). Mr. Straus commented that there is an internal group that has once again raised the issue of whether Muni should do a limited service on the 15-Third Street in the near term. It has been suggested that the limited service be provided partially as a construction mitigation that would be funded by taking half the locals and converting them into limited. This would reduce the service at the local stops. There has been no decisions made and the matter is under discussion.

Mr. Straus stated that the most significant item is between Service Planning and Schedules in terms of budget related issues. Mr. Pilpel stated that as the Committee is aware, there is a significant budget problem extending into next year (2003), and both transportation and maintenance were asked to consider cutting somewhere in the range of \$5M from their budgets. Mr. Straus commented that the cuts were basically on the operators' side. Mr. Pilpel stated, continued by stating, given the constraints concerning layoffs and there is not as much in non-salary savings to be achieved, one of the apparent areas to be reviewed for savings is the service area. Mr. Straus stated that this fiscal year, Muni is looking for \$12M dollars in savings. Of that \$12M, \$5M is being considered as savings from out-of-service which would be exclusively from schedule adjustments rather than route changes. Such adjustments would have to be implemented with the Spring Sign-up (March 29, 2003) if Muni is to receive any benefit this fiscal year. Mr. Straus cautioned that some of the adjustments may be more drastic than others and it should not be assumed that the

adjustments would be only modest schedule adjustments. Schedule adjustments might include reducing half of the service on portions of lines. Structural changes in the routes are not feasible this year due to time constraints, however, the possibility of considering structural changes in the routes to achieve savings might be considered for next year (2003). Also, for next fiscal year Muni has been asked to look for approximately \$5M worth of adjustments.

Ms. Hayes stated to the Chair that she would have to depart the meeting at this time.

10 The remainder of the agenda, items 6.b, 6.b.i, 6.b.iii, 6.b.iv, 6.c, 6.c.i, 6.c.ii, 6.d, 6.d.i, 6.d.ii, 7, 7.a, 7.b, and 8 were not discussed due to the Committee not meeting quorum.

11. **Adjournment** (Agenda Item 9). The meeting adjourned at 7:30pm.

Attachments:

- Agenda Item 5.a. - Application Integration Project Powerpoint presentation
- Agenda Item 5.b.i - Bridge Toll Advisory Committee Final Submission
Bridge Toll Expenditure Plan Powerpoint presentation (Ezra Rapport - Consultant, Senate Select Committee on Bay Area Transportation)
- Agenda Item 6.a.i. - Summary of Comments & Initial Staff Responses - Bayview Community Meeting on Muni Routes 23, 29, 44, 54 (July 22, 2002 - Southeast Community Facility)

(Attachments not referenced to an Agenda Item):

Muni Corporate Identity Styleguide (2003 Temporary Copy)

Prop E - FY2002/03 Pass-Ups

Prop E Data - October 2002

Schedule Adherence, Headway Adherence, and Percent Maximum Load Factor Summary for FY2002/03

Municipal Transportation Agency Citizens' Advisory Council City & County of San Francisco

Service Design & Marketing Committee / Committee of the Whole

Notice of Cancellation Regular Meeting

Monday, December 16, 2002 • 5:30 PM
401 Van Ness Ave • Room 335
San Francisco CA

Committee Members:

David Pilpel, Chair
Nia Crowder
Ellen Hayes
Norman Rolfe
Dorris Vincent

Council Members not members of this Committee:

Sue Cauthen, Art Cimento, Joan Downey,
Daniel Murphy, Bruce Oka, Linton Stables,
Dan Weaver, Tom Wetzels, 2 vacancies

DOCUMENTS DEPT.

DEC 12 2002

SAN FRANCISCO
PUBLIC LIBRARY

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action; all Committee action must be ratified by the full Council.

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

Voice (415) 554-6873 • Fax (415) 554-4103

Notices and agendas are posted on Muni's web site at www.sfmuni.com/rider/cacindx.htm.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

MUNICIPAL TRANSPORTATION AGENCY
CITIZENS' ADVISORY COUNCIL
SERVICE DESIGN AND MARKETING COMMITTEE (SDMC)

Notice of Cancellation of Regular Meeting

Please note that the Service Design and Marketing Committee will not hold its regular scheduled meeting for Monday December 16, 2002 at 5:30PM. No agenda for this meeting was posted and distributed in advance.

Please contact Vincent Dunlap at (415) 554-6873 if you have any questions.

Know Your Rights Under The Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at (415) 554-7724; by fax at (415) 554-5163; or by email at donna_hall@sfgov.org.

Persons interested in obtaining a free copy of the Sunshine Ordinance may contact Ms. Hall or may view and print it from the web site www.sfgov.org/bdsupvrs/sunshine/ordinance.htm.

Lobbyist Registration and Reporting Requirements

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [San Francisco Campaign and Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Ave Ste 3900, San Francisco CA 94102; telephone (415) 581-2300; fax (415) 581-2317; web site www.sfgov.org/ethics/.



**City & County of San Francisco
Municipal Transportation Agency
Citizens' Advisory Council (CAC)**

DOCUMENTS DEPT.

JAN 17 2003

SAN FRANCISCO
PUBLIC LIBRARY

Service Design and Marketing Committee (SDMC)

Notice of Cancellation of Regular Meeting

**Monday, January 20, 2003 at 5:30pm
401 Van Ness Avenue, Room 334 (Conference Room #335)
San Francisco, CA**

The regular meeting of the Municipal Transportation Agency Citizens' Advisory Council Service Design and Marketing Committee (SDMC) is cancelled. . No agenda for this meeting was posted and distributed in advance.

MEMBERS:

David Pilpel (Chair), Nia Crowder, Ellen Hayes, Norman Rolfe, Dorris Vincent

Council Members not members of this Committee:

Sue Cauthen, Art Cimento, Joan Downey, Daniel Murphy, Bruce Oka, Linton Stables, Dan Weaver,
Tom Wetzel, (2 vacancies)

NOTE: Members of the Citizens' Advisory Council who are not members of this Committee may attend Committee meeting. In the event that a quorum of the entire Council is present, the Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action; the full Council must ratify all Committee action.

Notices of meeting and agenda are available at the San Francisco Public Library (Main), 100 Larkin Street - Government Section (5th Floor) and on Muni's website at www.sfmuni.com/cac.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Know Your Rights Under The Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at (415) 554-7724; by fax at (415) 554-5163; or by email at donna_hall@sfgov.org.

Persons interested in obtaining a free copy of the Sunshine Ordinance may contact Ms. Hall or may view and print it from the web site www.sfgov.org/bdsupvrs/sunshine/ordinance.htm.

Lobbyist Registration and Reporting Requirements

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [San Francisco Campaign and Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Ave Ste 3900, San Francisco CA 94102; telephone (415) 581-2300; fax (415) 581-2317; website www.sfgov.org/ethics/.

The MTA CAC may be contacted as follows:
Citizens' Advisory Council, Municipal Transportation Agency

401 VAN NESS AVENUE-SUITE 334 -SAN FRANCISCO-CA. 94102-4524
☎ (415) 554-6873 FAX (415) 554-4103



THE UNIVERSITY OF CHICAGO
DIVISION OF THE PHYSICAL SCIENCES
DEPARTMENT OF CHEMISTRY
530 SOUTH EAST ASIAN AVENUE
CHICAGO, ILLINOIS 60607-7070
TEL: 773/936-5000 FAX: 773/936-5001
WWW: WWW.CHEM.UCHICAGO.EDU

MEMORANDUM FOR THE RECORD
SUBJECT: [Illegible]
DATE: [Illegible]
BY: [Illegible]

[Illegible text follows, consisting of several paragraphs of a memorandum format, including sections for 'Summary', 'Background', 'Discussion', and 'Conclusions'. The text is too faint to transcribe accurately.]

Very truly yours,
[Illegible Signature]

[Illegible text at the bottom of the page, possibly a footer or additional notes.]

90.37

Municipal Transportation Agency Citizens' Advisory Council City & County of San Francisco

Service Design & Marketing Committee / Committee of the Whole

00/03

Notice of Special Meeting and Agenda

Thursday 30 January 2003 • 5:30 PM
401 Van Ness Ave • Room 335
San Francisco CA

Committee Members:

David Pilpel, Chair
Nia Crowder
Ellen Hayes
Norman Rolfe
Dorris Vincent

DOCUMENTS DEPT.

JAN 27 2003

SAN FRANCISCO
PUBLIC LIBRARY

Council Members not members of this Committee:

Sue Cauthen, Art Cimento, Joan Downey,
Daniel Murphy, Bruce Oka, Linton Stables,
Dan Weaver, Tom Wetzel, 2 vacancies

NOTE: This Committee meeting may be attended by members of the Citizens' Advisory Council who are not members of this Committee. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action; all Committee action must be ratified by the full Council.

The MTA CAC and its committees may be contacted as follows:

Citizens' Advisory Council
Municipal Transportation Agency
401 Van Ness Ave Ste 334
San Francisco CA 94102-4524

Voice (415) 554-6873 • Fax (415) 554-4103

Notices and agendas are posted on Muni's web site at www.sfmuni.com/rider/cacindx.htm.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Disability Access

This meeting will be held in Room 335 at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' building). From the first floor lobby, take either elevator to the 3rd floor, make a left, and enter through Room 334. The conference room is to the right, down the inner hallway, and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. The only accessible Muni line nearest the meeting location is the 47 Van Ness. The closest Muni Metro stop is Van Ness station, where one can transfer to a 47. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

For assistance with special needs (large print agendas, sign language interpreters, etc.), call Vincent Dunlap at least 72 hours in advance of need by phone at (415) 554-6873.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City accommodate these individuals.

Use of Cell Phones, Pagers, and Similar Sound-Producing Electronic Devices

The ringing and use of cell phones, pagers, and similar sound-producing electronic devices are prohibited at and during this meeting. The presiding officer may order the removal from the meeting room of any person(s) responsible for the ringing or use of a cell phone, pager, or other similar sound-producing electronic devices.

Know Your Rights Under The Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at (415) 554-7724; by fax at (415) 554-5163; or by email at donna_hall@sfgov.org.

Persons interested in obtaining a free copy of the Sunshine Ordinance may contact Ms. Hall or may view and print it from the web site www.sfgov.org/bdsupvrs/sunshine/ordinance.htm.

Lobbyist Registration and Reporting Requirements

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [San Francisco Campaign and Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Ave Ste 3900, San Francisco CA 94102; telephone (415) 581-2300; fax (415) 581-2317; web site www.sfgov.org/ethics/.

The first part of the report deals with the general situation of the country and the progress of the work during the year. It is a summary of the work done by the various departments and a statement of the results achieved.

The second part of the report deals with the work done by the various departments during the year. It is a detailed statement of the work done by each department and a statement of the results achieved.

The third part of the report deals with the work done by the various departments during the year. It is a detailed statement of the work done by each department and a statement of the results achieved.

The fourth part of the report deals with the work done by the various departments during the year. It is a detailed statement of the work done by each department and a statement of the results achieved.

The fifth part of the report deals with the work done by the various departments during the year. It is a detailed statement of the work done by each department and a statement of the results achieved.

The sixth part of the report deals with the work done by the various departments during the year. It is a detailed statement of the work done by each department and a statement of the results achieved.

Summary of the work done during the year

The summary of the work done during the year is as follows: The work done by the various departments during the year has been very satisfactory. The results achieved have been very good and the progress made has been very rapid.

The work done by the various departments during the year has been very satisfactory. The results achieved have been very good and the progress made has been very rapid.

The work done by the various departments during the year has been very satisfactory. The results achieved have been very good and the progress made has been very rapid.

Summary of the work done during the year

The summary of the work done during the year is as follows: The work done by the various departments during the year has been very satisfactory. The results achieved have been very good and the progress made has been very rapid.

MTA CAC SD&MC – FINAL Agenda – 30 January 2003

1. Call to Order/Roll Call
2. Public Comment
3. Status of Minutes (DISCUSSION/ACTION ITEM)
4. Report of the Chair (Pilpel) (including follow-up on action items from the last meeting) (ACTION ITEM)
5. Staff Presentations and major agenda items (DISCUSSION/ACTION ITEMS)
 - a. Muni Schedules (Paculba):
 - i. Service Adjustments for Fiscal Year (FY) 2002-2003 and 2003-2004

MTA Deputy Executive Director Lisa Mancini has been invited to present the proposed service adjustments and discuss the rationale therefore. The committee will discuss the proposals and may make recommendations regarding them.
6. Committee Discussion and routine agenda items (DISCUSSION/ACTION ITEMS)
 - a. Muni Service Planning (Straus):
 - i. Planning: Review of 78 Bayview Special, 19 Polk reroute
 - ii. Process: Route change review process and CAC involvement
 - iii. Ongoing: Distribution / discussion of any new materials and issues
 - b. DPT Traffic Engineering
 - i. Discuss scope/areas of concern in preparation for future consideration of DPT Traffic Engineering items
7. Review meeting schedule and agenda items (DISCUSSION/ACTION ITEM)
 - a. Next regular meeting: Monday 17 February 2003, 5:30 PM, 401 Van Ness Ave, Room 335
 - i. Motion to reschedule due to President's Day holiday
 - b. Items pending: Work Plans, Data Collection Plan, Quarterly Reviews, Priorities for Service Additions and/or Cuts (including Late Night / Owl and Short-term service change proposals), Special Event Service Planning, Fare Policies
8. Public Comment
9. Adjournment (intended time: not later than 7:30 PM)

[return to CAC agendas and minutes](#)

**About Muni: Boards and Committees:
CAC SDMC January 30, 2003, minutes**

City and County of San Francisco

Municipal Transportation Agency

Citizens' Advisory Council (MTA CAC)

Service Design & Marketing Committee (SDMC)

**FINAL MINUTES
of
Special Meeting**

DOCUMENTS DEPT.

FEB 15 2006

SAN FRANCISCO
PUBLIC LIBRARY

Monday, January 30, 2003 at 5:30 p.m.

401 Van Ness Avenue, Room 334 (Conference Room 335)

San Francisco, California

1. **Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Service Design and Marketing Committee (SDMC) was called to order Thursday, January 30, 2003. David Pilpel (chair) presided. A quorum was present including the following:

PMC Members Present at Roll Call: David Pilpel (Chair), Ellen Hayes, and Norman Rolfe

PMC Members absent at Roll Call:

PMC Absent: Nia Crowder, and Dorris Vincent

MTA CAC Members, not on this committee, but also present:

MTA Staff

MUNI Present (San Francisco Municipal Railway): Paul Czechowicz (MTA CAC PMC Liaison), Vincent Dunlap (MTA CAC Secretary), Lisa Mancini (MTA Deputy Executive Director), and Grendville Berliner (MUNI Schedules Superintend)

Community Representatives Present:

2. **Public Comment:**

No public comment.

3. Status of minutes: (Discussion/Action item)

Vincent Dunlap was handing over and reporting that he was forthwith giving a copy of the minutes for November 18, 2002 to Chair Pilpel. Then Mr. Dunlap added that minutes from October 21, 2002, had previously been submitted to Mr. Pilpel. Mr. Dunlap also reported that he was making progress on other minutes accordingly.

4. **Report of the Chair:** (Discussion/Action) David Pilpel (SDMC Chair)

The full CAC council had passed the 2 recommendations regarding Service Adjustments from October and November. Paul Czechowicz will check on the status.

5. Staff Presentations and major agenda items: (Discussion/ Action items)
Service Adjustments for Fiscal Year (FY) 2002-2003 and 2003-2004

MUNI Schedules Lisa Mancini, and Grendville Berliner

Grendville Berliner began with a brief synopsis, reviewing the March signup with service realignments for the 5, 9, 10, 12, 21, 30, 38, 45, 47, and the 49 lines along with community service and other transit lines. Lisa Mancini discussed the rationale for the proposed service adjustments.

Ms. Mancini announced that the proposed service adjustments would be presented before the MTA Board that following week. The Union expressed resistance on proposed service adjustments and operator layoffs.

David Pilpel expressed, after ascertaining that the service adjustment process was already 6 to 8 weeks into development and in its final form, that the CAC should be involved as early as possible to review and make recommendations, including having access to information, such as public opinion telephone surveys and ridership data that were under consideration in order to understand, agree or disagree during the development process.

Mr. Pilpel and Norman Rolfe pointed out that proposals 2, 3, and 4 would be in violation of Policy Headway. Ms. Mancini responded that those proposals were a response to the original \$38 million deficit problem which had grown to a \$60 million problem.

Motion: The MTA CAC recommends that in considering MUNI Service Adjustments for Fiscal Years (FY) 2002-2003 and 2003-2004:

(1) To take effect March 29, 2003 (or thereafter), no service adjustments should be pursued which do not maintain at least Policy Headways on all routes at all times of the day presently served (and any so implemented should be immediately restored).

(2) To take effect June 7, 2003 (and at every signup thereafter), further service adjustments should be **aggressively** pursued which **do** maintain at least Policy Headways on all routes at all times of the day presently served, where demand warrants, and

(3) To take effect September 2003 (or thereafter), a longer-term review of MUNI's route network, including MTA CAC consultation, should be pursued immediately to identify those

duplicative route segments that could be eliminated and routes restructured to improve service efficiency.

Moved by Norman Rolfe

2nd by Ellen Hayes

6. Committee Discussion and routine agenda items: (Discussion/ Action items)

Muni Service Planning (Straus):

i. Planning: Review of 78 Bayview Special, 19 Polk reroute

The 78 Bayview line was a test program during a 6-month period from May to December, which failed to pickup ridership. A letter was forwarded from Roberta Boomer, MTA Secretary, confirming that the 78 Bayview Special was discontinued.

The 19 Polk was rerouted from the Hunters' Point Naval Shipyard, which involved the elimination of only one bus stop. The Navy wanted MUNI barred from shipyard due to the Navy or the Military police having issues with MUNI's route through many hazardous clean-up areas, and confusion resulting from rerouting efforts by the Military Police. The Navy demanded an immediate stop of MUNI service to the area. The Public was notified through Community Outreach, however, the Navy wanted to notify their own tenants.

ii. Process: Route change review process and CAC involvement

The 78 Bayview line was a 6-month test. Both Ms. Hayes and Mr. Rolfe felt that there was no need for a formal process to discontinue a test line since it failed to gain ridership and was never an established lined to begin with. Mr. Pilpel felt that there still should be a Public process. He also expressed that the CAC should be notified of any route changes, or deletions during the consideration process and not after the fact.

iii. Ongoing: Distribution / discussion of any new materials and issues

Mr. Pilpel expressed that the CAC should be notified changes, or deletions at implementation, development, and not after the fact. Vincent Dunlap explained the matrix process.

b. DPT Traffic Engineering

Discuss scope/areas of concern in preparation for future consideration of DPT Traffic Engineering items

Mr. Pilpel, Daniel Murphy, and Paul Czechowicz had a meeting with Fred Hampton and DPT staff to discuss the scope of CAC's involvement. Traffic Engineering, including Parking and Traffic changes, Sign, Mmeter, and Signal shops, ITMS project would all fall under the jurisdiction of the MTA CAC. The MTA CAC PMC would cover the Bicycle and Pedestrian programs. The MTA CAC OCSC would cover Traffic and Enforcement. The MTA CAC FAC would cover Parking and Garage issues.

Questions and Comments from the SDMC

Ellen Hayes:

Construction was to beginning on the 3rd Street corridor. Plans had indicated that the 6-lane street would most likely be reduced to 4-lanes (2 lanes each way) with wider sidewalks. How would parking in front of the businesses be affected?

Along the 3rd Street corridor, the Bayview Connection would involve changes for Oakdale and Palou Avenues, including Bicycle lanes. Mr. Pilpel responded that he would inquire about community or neighborhood changes under consideration, while the PMC would review Bicycle lane projects.

Once the 3rd Street LRV began running, certain intersections along 3rd Street would be designated as to "no left turn" intersections.

David Pilpel:

Deferred maintenance of street signs and curb painting could affect enforcement of parking restrictions.

6. Review meeting schedule and agenda items: (Discussion/Action items)

a. Next regular meeting: Monday February 16, 2003, is a holiday.

The committee agreed to reschedule the meeting to the call of the Chair at the regular location 401 Van Ness Ave, Room 335.

b. Items pending: Work Plans, Data Collection Plan, Quarterly Reviews, Priorities for Service Additions and/or Cuts (including Late Night / Owl and Short-term service change proposals), Special Event Service Planning, Fare Policies

7. Public Comment: No public comment

8. Adjournment: 6:45 p.m.

[Rider Alerts](#) | [Routes & Schedules](#) | [Maps](#) | [Fares & Sales](#) | [Rider Info](#) | [About Muni](#)

[Top](#) | [Home](#) | [Search](#) | [Site Map](#) | [Legal](#) | [Contact Us](#)

©2005 San Francisco Municipal Railway. All Rights Reserved.
Page last updated August 17, 2005.



**City & County of San Francisco
Municipal Transportation Agency
Citizens' Advisory Council (CAC)**

Service Design and Marketing Committee (SDMC)

Notice of Cancellation of Regular Meeting

**Monday, February 17, 2003 at 5:30pm
401 Van Ness Avenue, Room 334 (Conference Room #335)
San Francisco, CA**

FEB 18 2003

SAN FRANCISCO
PUBLIC LIBRARY

The regular meeting of the Municipal Transportation Agency Citizens' Advisory Council Service Design and Marketing Committee (SDMC) is cancelled. . No agenda for this meeting was posted and distributed in advance.

MEMBERS:

David Pilpel (Chair), Nia Crowder, Ellen Hayes, Norman Rolfe, Dorris Vincent

Council Members not members of this Committee:

Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario, Daniel Murphy, Bruce Oka,
Linton Stables, Dan Weaver, Tom Wetzel, (1 Vacancy)

NOTE: Members of the Citizens' Advisory Council who are not members of this Committee may attend Committee meeting. In the event that a quorum of the entire Council is present, the Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action; the full Council must ratify all Committee action.

Notices of meeting and agenda are available at the San Francisco Public Library (Main), 100 Larkin Street - Government Section (5th Floor) and on Muni's website at www.sfmuni.com/cac.

Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Know Your Rights Under The Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco CA 94102-4689; by phone at (415) 554-7724; by fax at (415) 554-5163; or by email at donna_hall@sfgov.org.

Persons interested in obtaining a free copy of the Sunshine Ordinance may contact Ms. Hall or may view and print it from the web site www.sfgov.org/bdsupvrs/sunshine/ordinance.htm.

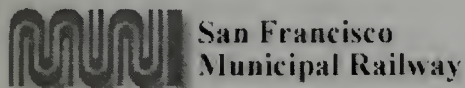
Lobbyist Registration and Reporting Requirements

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [San Francisco Campaign and Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Ave Ste 3900, San Francisco CA 94102; telephone (415) 581-2300; fax (415) 581-2317; website www.sfgov.org/ethics/.

The MTA CAC may be contacted as follows:
Citizens' Advisory Council, Municipal Transportation Agency

401 VAN NESS AVENUE-SUITE 334 -SAN FRANCISCO-CA. 94102-4524
☎ (415) 554-6873 FAX (415) 554-4103





[return to list of CAC agendas and minutes](#)

**Municipal Transportation Agency
Citizens' Advisory Council
City & County of San Francisco**

Service Design & Marketing Committee (SDMC)

Notice of Cancellation of Rescheduled Regular Meeting

for

DOCUMENTS DEPT.

**Tuesday, February 25, 2003 at 5:30 p.m.
401 Van Ness Avenue, Room 334 (Conference Room #335)
San Francisco, CA**

FEB 15 2006

**SAN FRANCISCO
PUBLIC LIBRARY**

The rescheduled regular meeting of the SDMC was cancelled due to quorum not being met.

Members:

David Pilpel (Chair), Nia Crowder, Ellen Hayes, Norman Rolfe, Dorris Vincent

Council Members not members of this Committee:

Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario, Daniel Murphy,
Bruce Oka, Linton Stables, Dan Weaver, Tom Wetzel, 1 vacancy

[Contact Info for CAC](#)

[Disability Access for 401 Van Ness Avenue](#)

[Know Your Rights Under The Sunshine Ordinance](#)

[Lobbyist Registration and Reporting Requirements](#)

[Sound-Producing Devices](#)

NOTES:

Members of the Citizens' Advisory Council (CAC) who are not members of this Committee may attend this Committee meeting. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action. The full Council must ratify all Committee action.

©2003 San Francisco Municipal Railway. All Rights Reserved.

Page last updated March 19, 2003.

Information last updated February 26, 2003.

